

MAR 13, 2015

#176

# Apple Magazine

DOW JONES RESHUFFLE

APPLE IS IN  
AT&T IS OUT

APPLE JOINS BLUE-CHIP  
INDEX, AT&T GETS BOOTTED

CHAPPIE

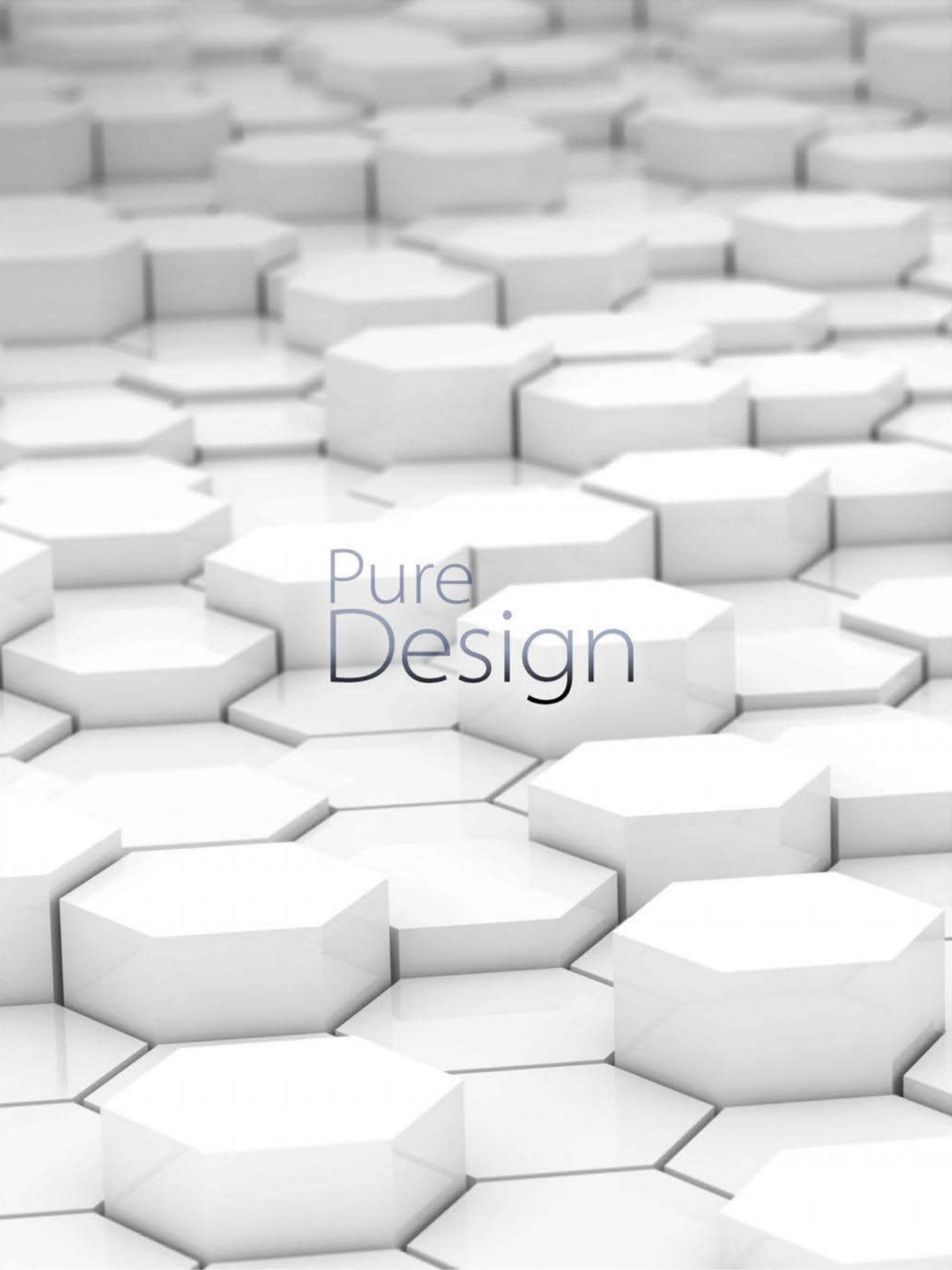
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# DOW RESHUFFLE: APPLE JOINS BLUE-CHIP INDEX, AT&T GETS BOOTTED

Apple is in. AT&T is out.

In another milestone for the popular and profitable iPhone giant, Apple will replace AT&T in the venerable Dow Jones industrial average on March 19, the manager of the index announced Friday.

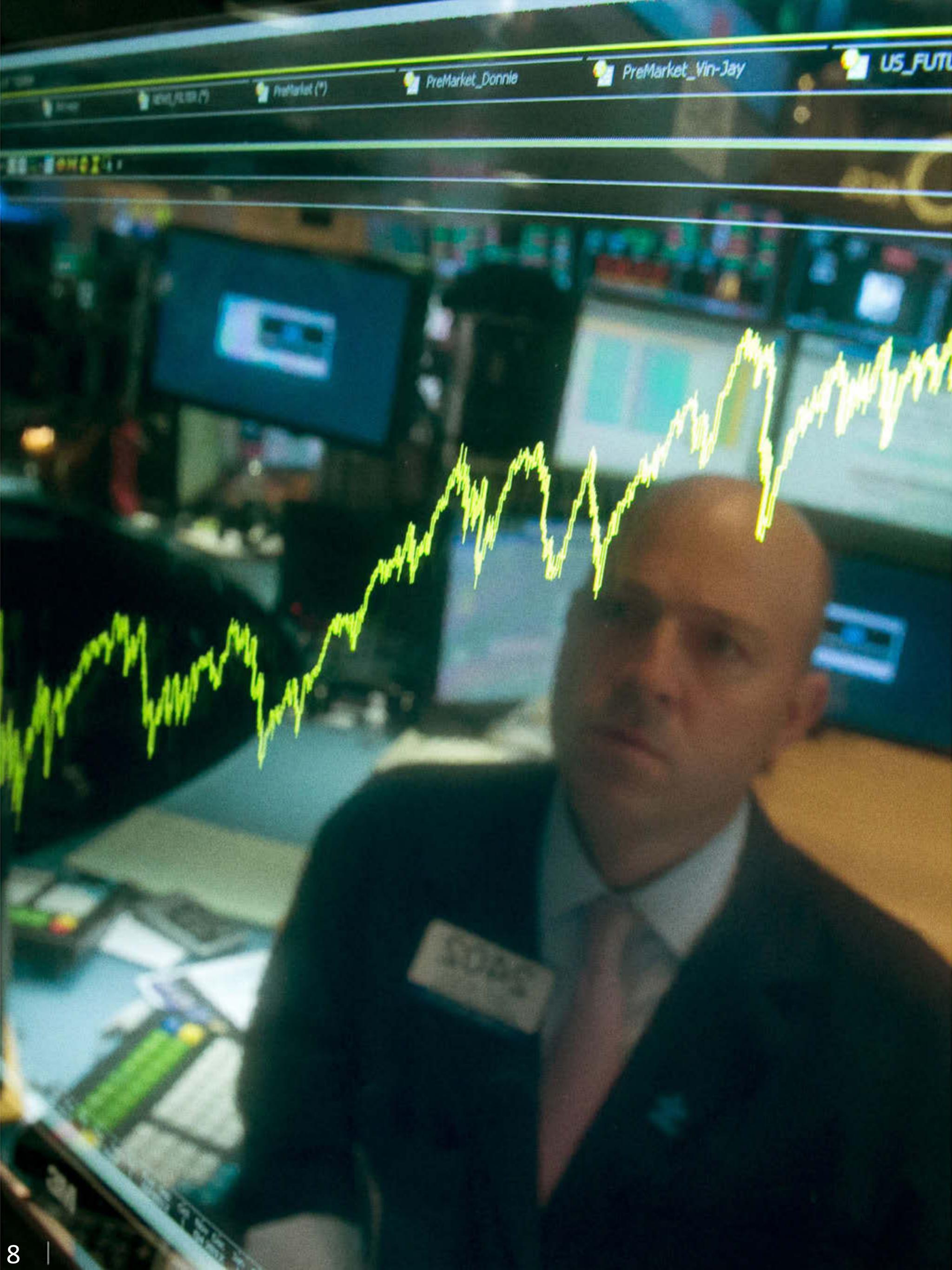
The move isn't likely to impact the 30-stock index much, and will have no effect on the fortunes of the two companies. But market experts say it does have symbolic importance, sort of like getting an Oscar at the Academy Awards - or at least a nomination.

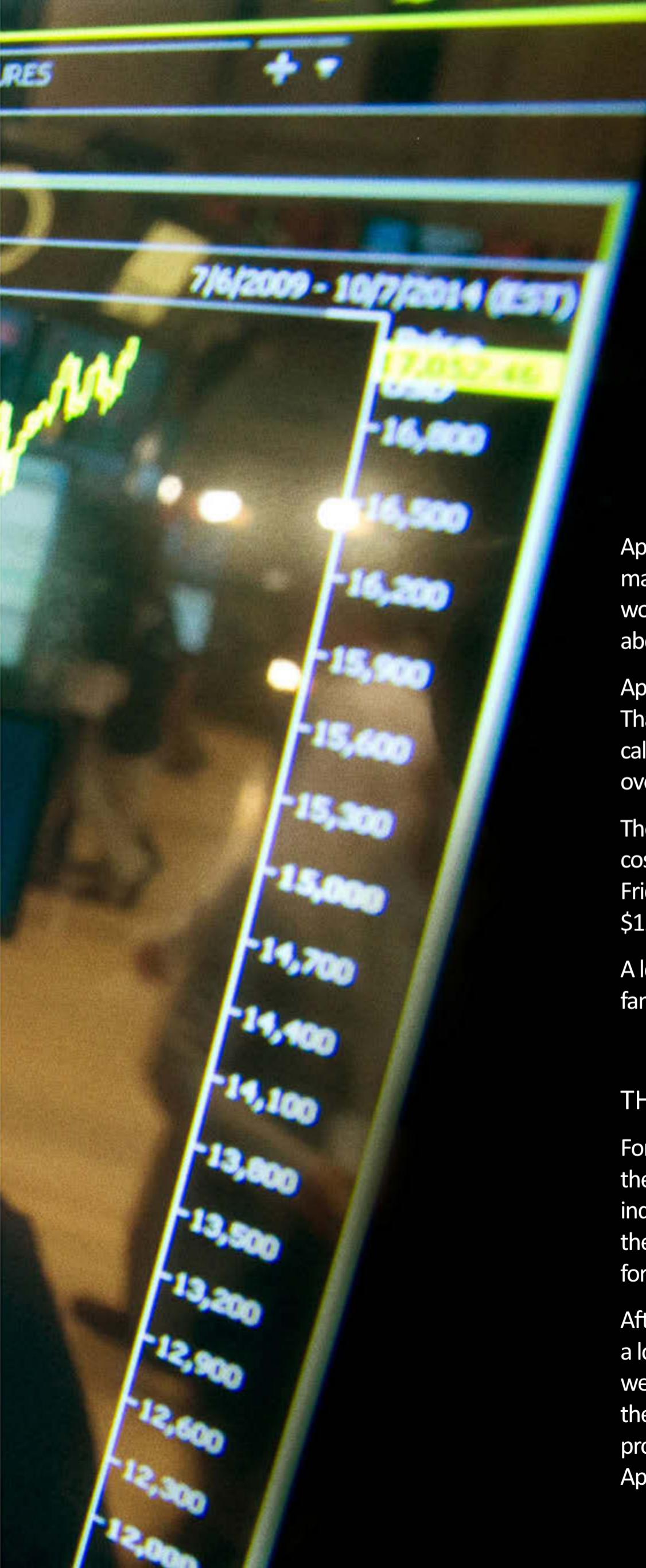
The change cements Apple as "the gold standard of technology," says Daniel Ives, a financial analyst at FBR Research. "They've really become the modern-day Wright Brothers."

The reshuffling of the 119-year-old Dow, a barometer of market fortune and folly once dominated by railroads, also reflects a changed business world.

"It underscores that technology continues to be a critical driver of the overall economy," says Edward Jones analyst Bill Kreher.







Apple is the world's most valuable company. Its market value on the stock exchange, or what it would take to buy all its shares, closed last month above \$700 billion, a first for any company.

Apple won't get top billing in the Dow, though. Thanks to a quirk in the way the index is calculated, that honor will go to a company a little over a tenth as valuable: Goldman Sachs.

The Dow weights companies by how much it costs to buy a single share, not all of them. On Friday, a Goldman share fetched \$186.91 versus \$126.60 for Apple.

A look at the musical chairs at the world's most famous index:

## THE REASON

For all the symbolic importance, the trigger for the move is less colorful. The manager of the index, the S&P Dow Jones Indices, said it's making the change in response to a planned stock split for Visa, another Dow member.

After its four-to-one split, Visa will wind up with a lower price. S&P said that would reduce the weight of the information technology sector in the Dow because Visa, a credit-card and payment-processing giant, counts as a tech stock. Adding Apple will help balance out this reduction.

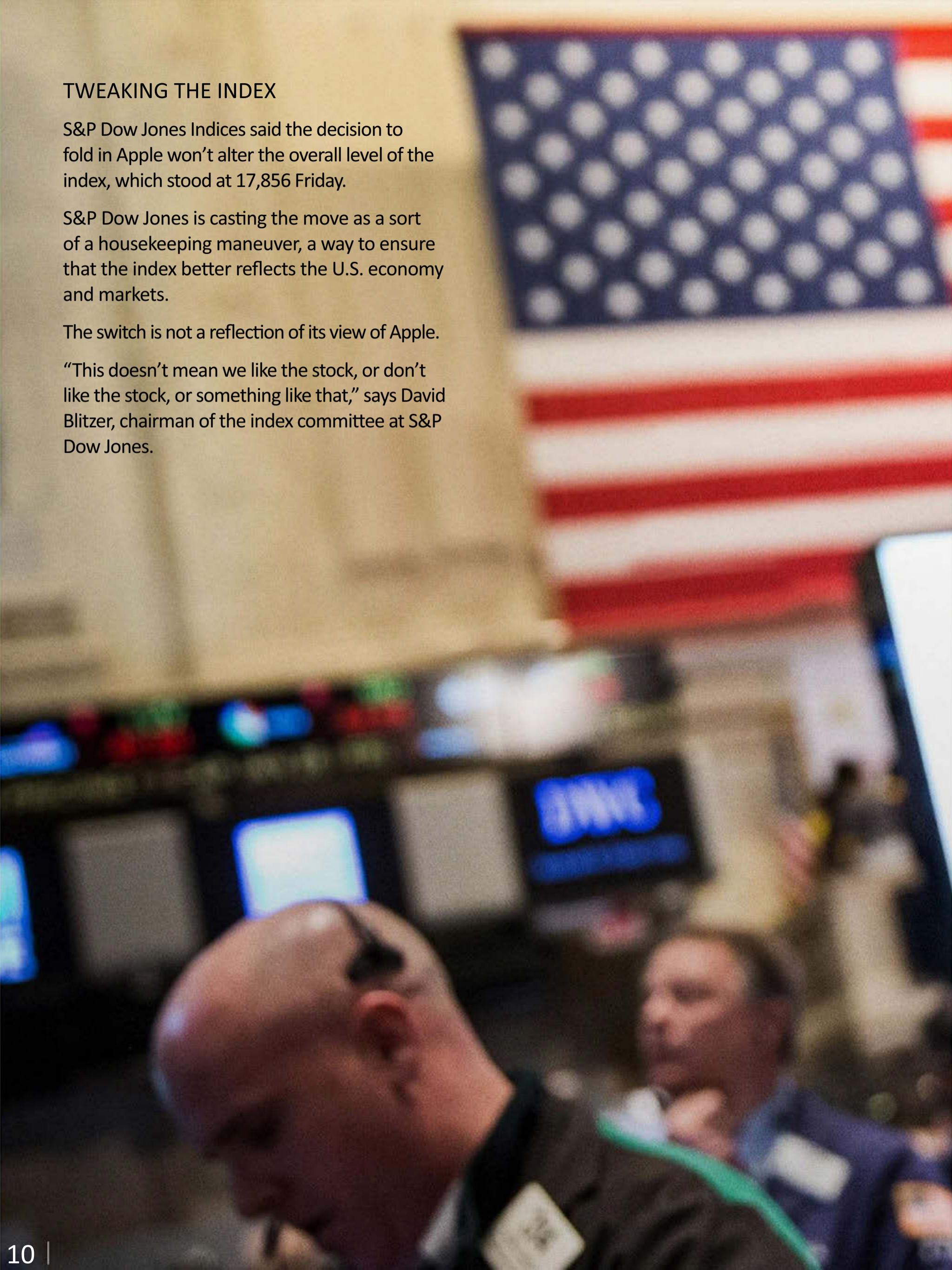
## TWEAKING THE INDEX

S&P Dow Jones Indices said the decision to fold in Apple won't alter the overall level of the index, which stood at 17,856 Friday.

S&P Dow Jones is casting the move as a sort of a housekeeping maneuver, a way to ensure that the index better reflects the U.S. economy and markets.

The switch is not a reflection of its view of Apple.

"This doesn't mean we like the stock, or don't like the stock, or something like that," says David Blitzer, chairman of the index committee at S&P Dow Jones.





## CHALLENGES AT AT&T

While the Dow change wasn't triggered by anything AT&T did, it comes at a challenging time for the phone giant.

The nation's second-largest wireless carrier is facing pressure from smaller rivals T-Mobile and Sprint in a competitive environment in which most Americans already have a cellphone.

Its stock has risen just 3.5 percent in the past 12 months. That compares with a 10.4 percent gain in the Standard & Poor's 500. Apple, meanwhile, has jumped 67 percent.

To keep growing, AT&T has had to look beyond cellphones - to tablets and connected cars, for example. Adding a tablet to a phone plan gets AT&T another \$10 in monthly service fees.

The Dallas-based company is also trying to wean customers off equipment subsidies and shift them toward installment plans in which they ultimately pay full price for a phone.

In its most recent quarter, AT&T booked a loss due to one-time expenses. But its revenue rose 4 percent as it added 1.9 million subscribers, double the year-ago quarterly increase.

AT&T has bounced in and out of the blue chip average over the Dow's long history. It first entered in 1916 as American Telephone & Telegraph, joining Central Leather, Studebaker and other industrial giants in an elite club of 20 companies. Much later, in 2004, AT&T was kicked out only to return the following year when it merged with SBC Communications.



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## THE DOW STILL MATTERS

Created in 1896, the Dow is one of the oldest gauges of stocks. Grover Cleveland was U.S. president that year. Companies like the Pacific Mail Steamship were counted among its ranks.

The index tracks only 30 stocks. The Standard & Poor's 500 reflects the moves of 500.

The S&P 500 also ranks companies differently, assigning weights based on the value of all a company's shares, not just one. That gives Apple more influence on daily moves in the index than any other stock. It accounts for nearly 4 percent of the index.

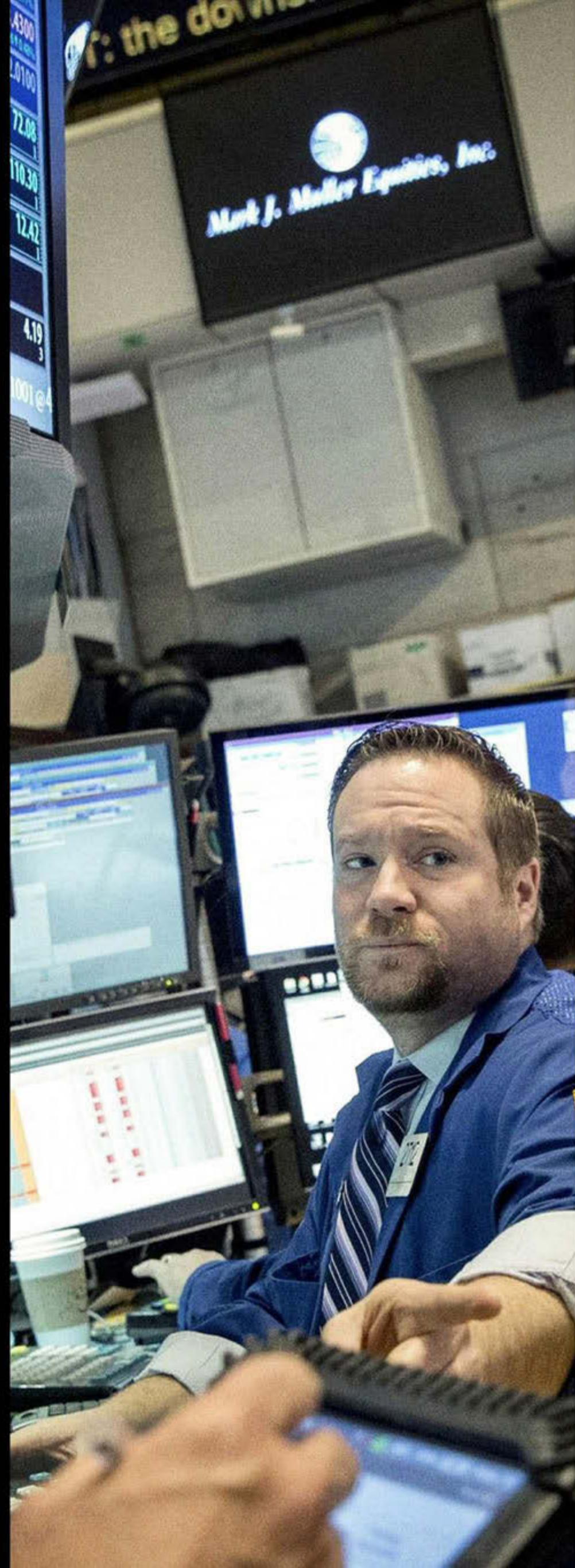
Professional investors focus more on the S&P 500 because they think it reflects the stock market better. They tend to use that index, not the Dow, to judge the performance of their own portfolios.

Ordinary investors also prefer the S&P 500, judging from the money they've put into index funds that mimic its performance. Investors have \$4 trillion in 1,261 funds that track the S&P 500, according to Morningstar. That compares with just \$13.6 billion in 12 Dow-based index funds.

Still, the Dow can't be dismissed as a relic. It continues to be much cited and isn't seen as wildly distorted.

One reason is that, for all its flaws, the Dow has largely mirrored the ups and downs of the much larger S&P 500. In the past 12 months, for instance, the Dow has risen 8.7 percent versus the S&P 500's 10.4 percent.

The last big Dow shake-up came in September 2013, when Goldman Sachs, Nike and Visa knocked out Alcoa, Bank of America and Hewlett-Packard.









# CHAPPIE SHINES A LIGHT ON ROBOT INTELLIGENCE

MIXED CRITICAL AND  
COMMERCIAL FORTUNES  
FOR SCI-FI FLICK





## SOFT BOX OFFICE DEBUT FOR BLOMKAMP'S LATEST

Johannesburg-born Neill Blomkamp has already built quite the career in his 35 years on earth. Known for his documentary-style, handheld observational cinema technique, he has enjoyed decent big screen success with *District 9* and *Elysium*, and now, he's back with another science fiction film: *Chappie*. Its box office return hasn't been amazing, and the critical reviews have been mixed, but it has certainly reopened the debate on where robots belong in our lives - and the role that they will play in generations to come.

*Chappie* has a screenplay written by Blomkamp and Terri Tatchell, with its origins in the director's 2004 short film *Tetra Vaal*. With a cast including such stars as Sharlto Copley, Dev Patel, Jose Pablo Cantillo, Sigourney Weaver and Hugh Jackman to name just a few, the film would seem to have all of the ingredients for success.

That sense of promise extends to the plot, which centers on a near future in which a mechanized police force patrols crime. However, the theft of one police droid - *Chappie* - and the new programming that it is subsequently given **results in it becoming the first robot with independent thoughts and feelings**. Efforts are subsequently made by powerful, destructive forces - who perceive *Chappie* to be a risk to mankind and order - to ensure that he is the last of his kind.





## NOT THE BEST BOX OFFICE FORTUNES

Released across the United States on March 6 after its March 4 New York premiere, **Chappie** hit the top spot at the nationwide box office in its first weekend. That may seem like decent cause for celebration on its own, but with North American box office revenue almost 40 per cent lower than the same time a year earlier, it wasn't the most encouraging of victories. The movie took a soft \$13.3 million from 3,201 theaters,

compared to the at least \$15 million that it was tipped to amass by Hollywood observers, and the \$14 million that Sony had reportedly expected.

The final figure was still declared to be within the realm of expectations by Sony distribution chief Rory Bruer, who commented: "Neill is a gifted filmmaker, and Chappie is a great character. I do think people will be talking about this movie for some time to come." There have also been some suggestions that a lot of R-rated competition could have contributed to the subdued figure, despite relatively few of those rival films being aimed at males.

How did Chappie's main commercial competition do? Fox Searchlight's *The Second Best Exotic Marigold Hotel* admittedly performed well, only playing in 1,573 theaters and yet still taking \$8.6 million, meaning that it was only beaten by Chappie and Will Smith's *Focus*, which mustered \$10 million in its second weekend. But the Vince Vaughn comedy *Unfinished Business* flopped, only managing \$4.8 million from 2,777 theaters.

Better comparisons may be drawn with Blomkamp's own past box office feats. It was *District 9* that put him on the map in this regard back in August 2009, racking up \$37.4 million on its debut weekend, while 2013's *Elysium* achieved \$29.8 million when it opened that August. That Chappie has been so muted in comparison isn't ideal news for the man who has been slated to direct the next *Alien* movie.



Image: Stephanie Blomkamp



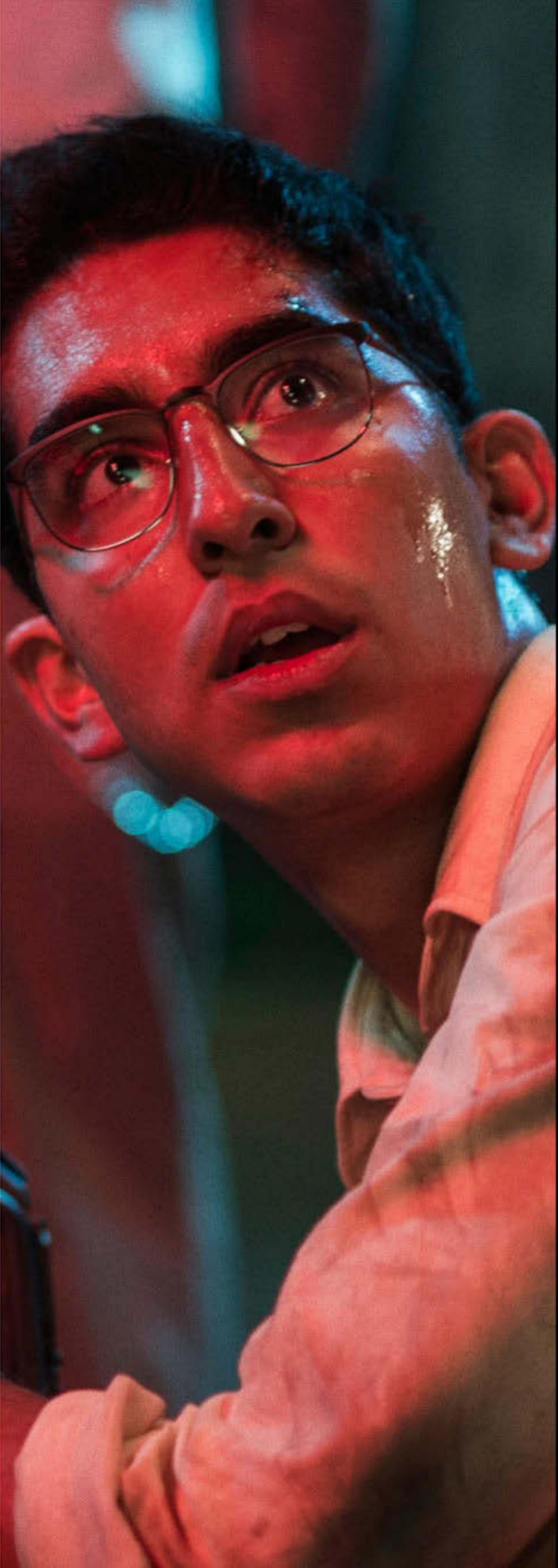


Image: Columbia Pictures





Image: Stephanie Blomkamp



## WHAT CRITICS HAVE MADE OF CHAPPIE

With a decent **7.4/10 rating on the IMDb website** but also a rather less positive 29 per cent 'Tomatometer' score on Rotten Tomatoes, **it's clear that Chappie has divided opinion among professional and amateur critics alike**. The Register reviewer Brid-Aine Parnell was a good example of the more complimentary observer, declaring that the director had "**recovered from his Elysium stumble with this cross between Pinocchio, Short Circuit and Robocop**, which brings a whole lot of heart to the dystopian AI future trope."

But of course, not everyone was so glowing. A.V. Club writer A.A. Dowd suggested that Blomkamp "could use a hard reset" on the evidence of Chappie, which he described as a "rusty AI story" that was "**basically just District 9 with a new coat of paint; it's distinguished only by the jabbering, irritating personality of its title character.**" He added that while the movie was originally said to be a change-of-pace "comedy thing" for the writer-director, "self-parody" might have been a more appropriate term.

Another largely negative review was that of The Hollywood Reporter's Todd McCarthy, who reckoned it was "a film well endowed with major [irritants], notably: unappealing one-note characters, retread concepts, implausible motivations and a ludicrous survival rate given the firepower expended upon the central figures. **After the surprise and promise of District 9, this represents**

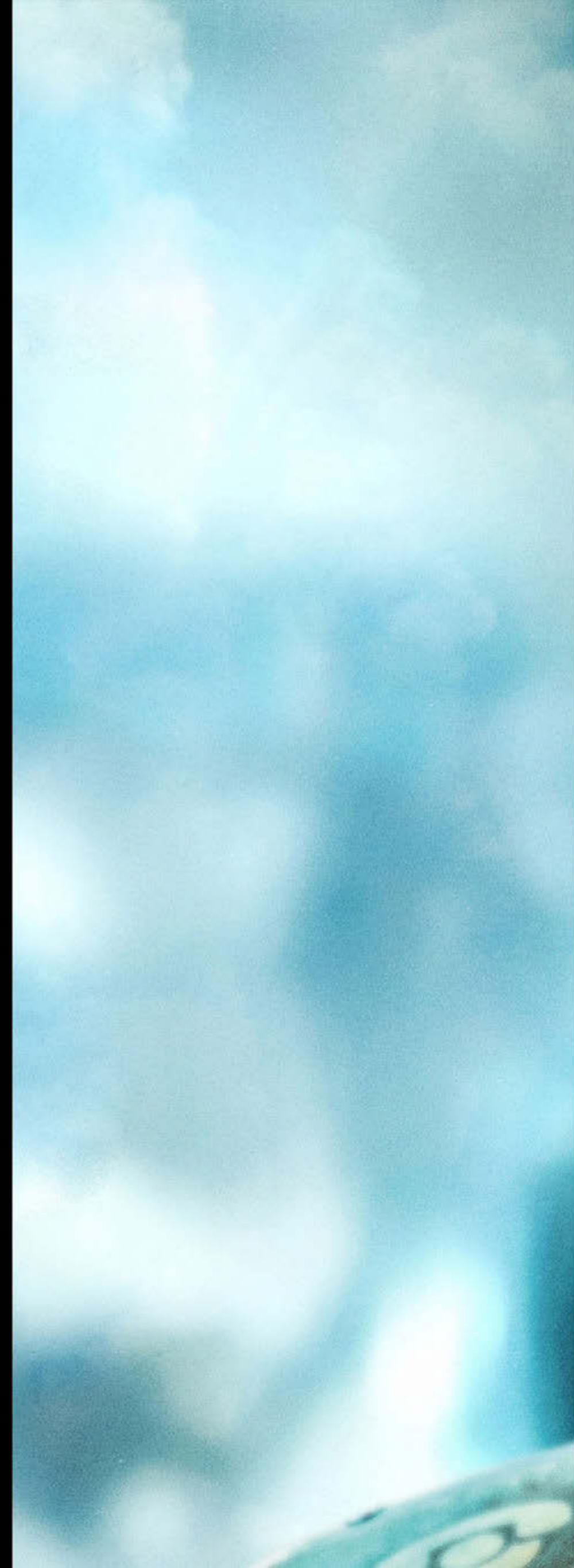
a further downward step for director Neill Blomkamp in the wake of the highly uneven Elysium."

## HOLLYWOOD'S ROBOT OBSESSION CONTINUES

However, Chappie is so much more than another science fiction flick with uneven reviews: it's a science fiction flick once more centered around robots, which have proved such a consistently good value subject for Hollywood directors and scriptwriters down the years. But why? What is it about the robot that has led to its appearance in seemingly every other big film from Metropolis, Blade Runner and Terminator to Real Steel, Robocop and WALL-E?

For an at least partial answer to that, one only needs to look to the ongoing debate about artificial intelligence and the role that it could have in our lives in the years to come. The very plot of Chappie touches on the fears that many of us have about robots potentially 'taking over the world', and how we can integrate robots and technology into our lives in ways that serve human interests instead of being a detriment to them.

Stephen Hawking was just one observer to suggest that "**the development of full artificial intelligence could spell the end of the human race...** it could take off on its own, and re-design itself at an ever increasing rate." Bill Gates has been another to voice such concerns, while Elon Musk has even gone as far as donating \$10 million for research to be



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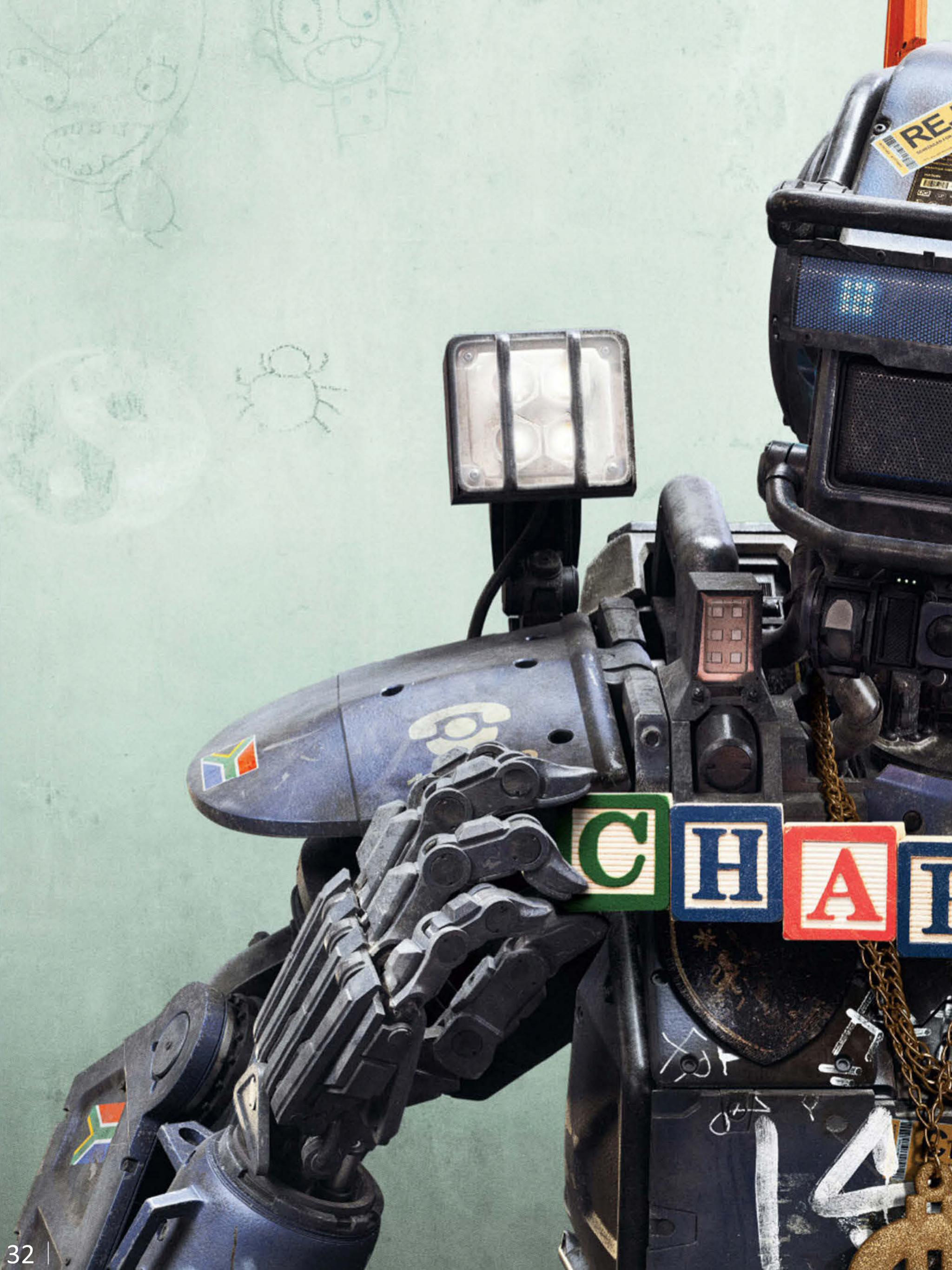
"beneficial to humanity" due to his view that AI is our "biggest existential threat".

One key role that Hollywood has played in its production of robot-centered movies like the aforementioned - **in addition to such other recent and upcoming movies as *Ex Machina* and *Avengers: Age of Ultron*** - is shining a light on how complicated the ethics surrounding AI really are. Chappie's tale of the world's first robot police force has helped to draw attention once more to debates about not only AI, but also robot responsibilities and rights.

## THE SERIOUSNESS OF THE ROBOT THREAT

More and more often, discussions are taking place about the threat that robots and artificial intelligence may pose to human beings in real life. These have long revolved around the idea that robots could take our jobs and compete with us for resources. Worse than that, there are fears that robots - such as Ultron in the latest installment of The Avengers series - could eventually actively seek to destroy humanity.

Once upon a time, the fear might have been of computers taking over the world, and of course, that has effectively come to pass. It remains to be seen whether the same could occur with sentient robots, but with recent developments including scientists teaching robots to lie and a Google-helmed neural network that has gained the ability to learn on its own, such fears are surely understandable.



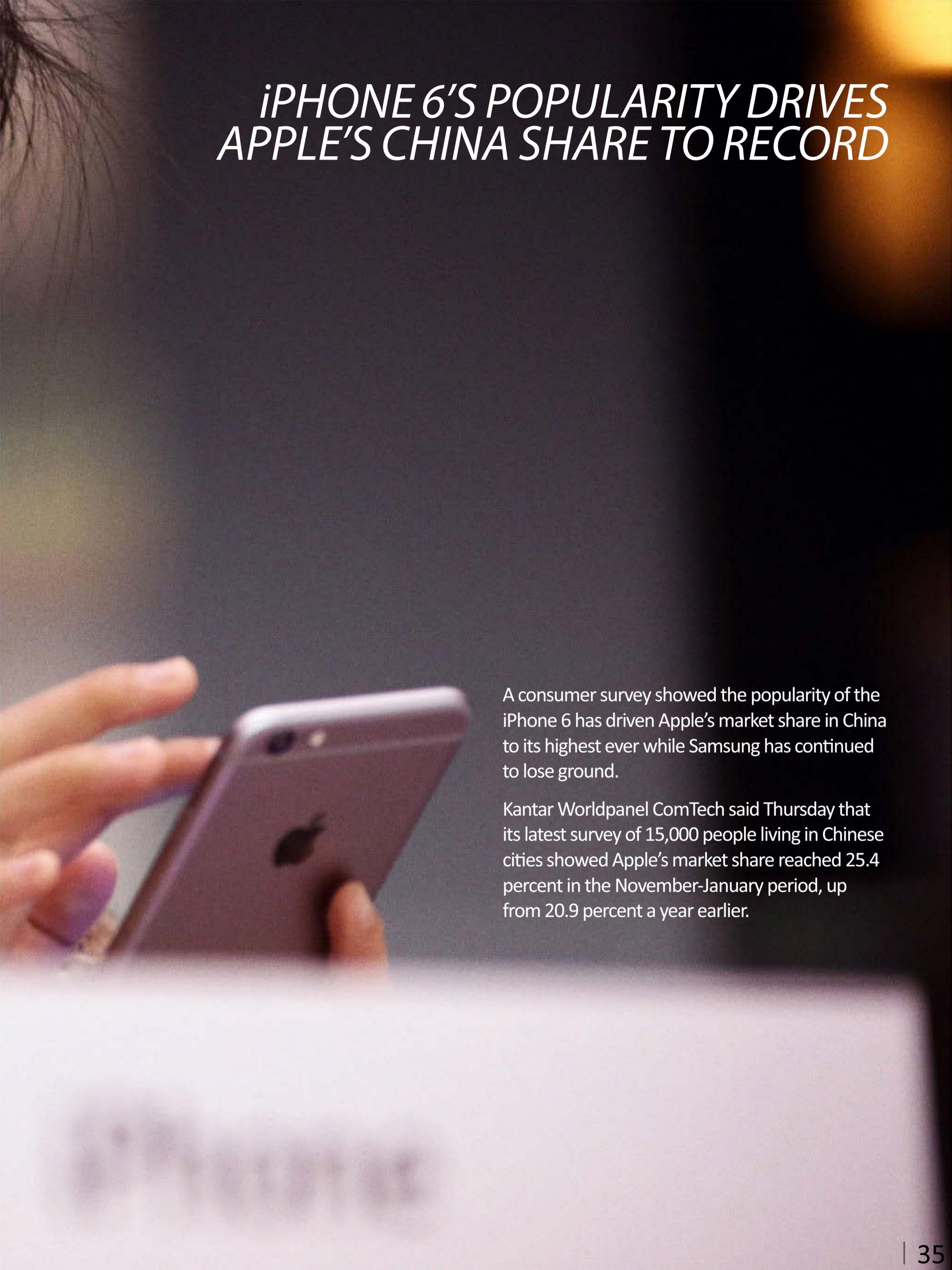


Chappie, while not the most critically acclaimed or commercially successful robot movie that has ever existed, is nonetheless extremely relevant from a subject point of view in the year 2015 - right down to the laws that could be passed to protect robots in a future age when extremely sophisticated, even sentient, artificial intelligence is the norm. That factor alone may be sufficient to make Chappie worth a watch at your local theater. ■

by Benjamin Kerry & Gavin Lenaghan



# *iPhone 6's popularity drives Apple's China share to record*



A consumer survey showed the popularity of the iPhone 6 has driven Apple's market share in China to its highest ever while Samsung has continued to lose ground.

Kantar Worldpanel ComTech said Thursday that its latest survey of 15,000 people living in Chinese cities showed Apple's market share reached 25.4 percent in the November-January period, up from 20.9 percent a year earlier.



Image: Greg Baker



That was a record for Apple in the world's largest smartphone market, but not enough to catch up Chinese maker Xiaomi, which claimed 27.6 percent.

The research firm said the market share of Samsung Electronics Co. eroded further to 11.3 percent. It was 22.2 percent a year earlier.

Kantar conducts a monthly online survey of the same 15,000 city-dwelling Chinese who are 16 years or older.

Its latest consumer survey sheds more light on the smartphone market in China amid differing figures from market research companies about which manufacturer came out on top after intense competition in 2014.



GALAXY Note 4

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IHS said Xiaomi was the top seller in China last year followed by Samsung Electronics with 15 percent and 14 percent market shares respectively. But another research firm Canalys said Apple was the winner for the first time in the last quarter of 2014, followed by Xiaomi and Samsung.

Although the rankings may differ, all the research reflects similar trends: Apple is on the rise in China boosted by iPhone 6 sales and Samsung is likely the biggest loser.

Carolina Milanesi, chief of research at Kantar, said the iPhone 6, released in October, was the best-selling smartphone model in China in the November-January period followed by Xiaomi's RedMi Note.



Image: Vincent Yu



Tamsin Timpson, the research company's strategic insight director, said Samsung's China market share was at its lowest level since the company began its smartphone consumer survey in 2012.

Samsung Electronics unveiled the Galaxy S6 and S6 Edge on Sunday, part of the company's efforts to improve phone design and reclaim ground lost to Apple and Xiaomi.

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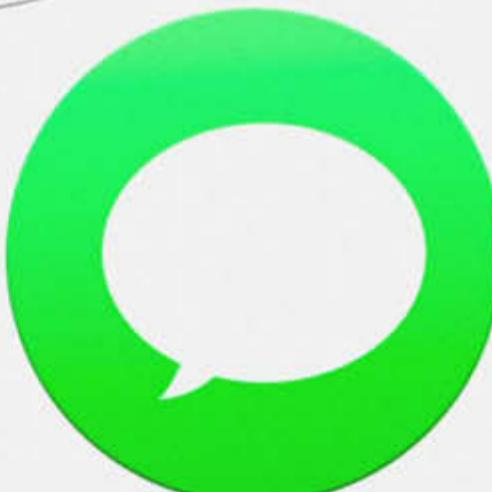
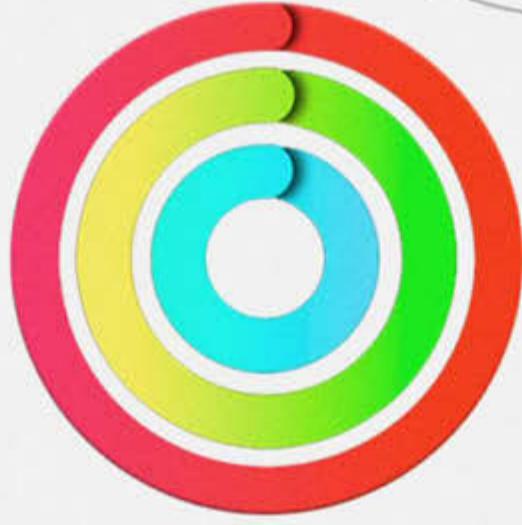
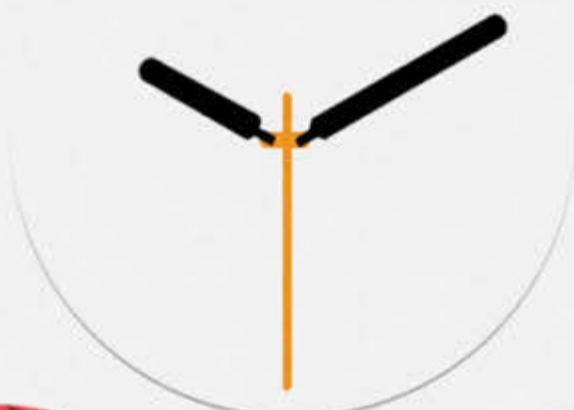


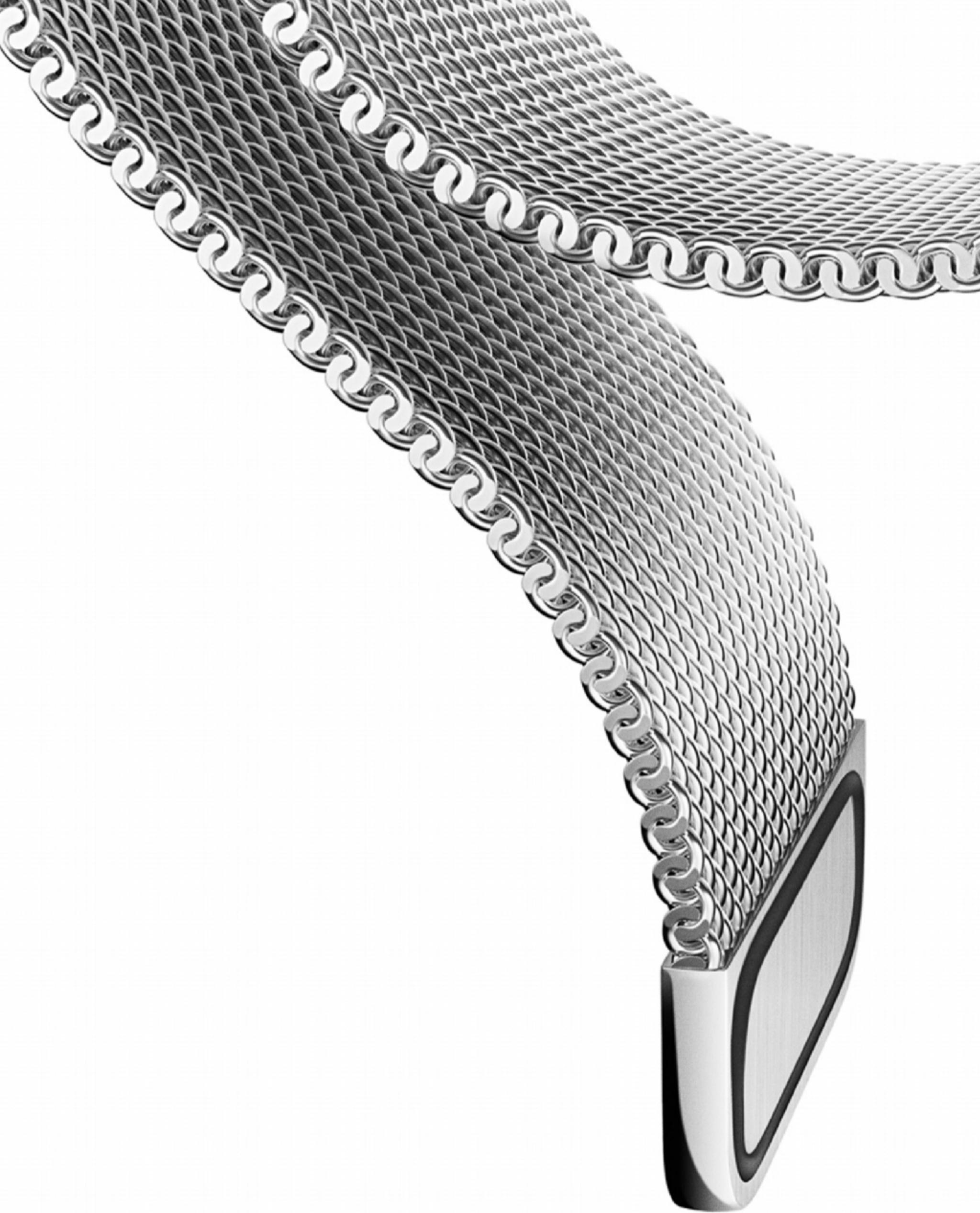


SLEW OF ANNOUNCEMENTS  
FROM APPLE

# Apple's **'Spring Forward'**

event is cause for excitement







## HBO NOW, MACBOOK AND EVEN THE APPLE WATCH...

When word got round of another major Apple keynote set to take place on March 9, there was inevitably much of the excitement that always accompanies events like these, including plenty of guessing about what would be covered at the event. One subject - the Apple Watch - was predictable, but we ended up getting so much more than that, with new MacBook models and an over-the-top subscription video on demand service among the other unveilings.

But first, let's consider the pre-event chatter. As the usual media corps received their invites to the event, which was to take place at the Yerba Buena Center for the Arts Theater in San Francisco, thoughts immediately cast back to past Apple unveilings at this time of year. We may have come to see the September keynote as the 'big one' in the last few years given each new iPhone's habit of breaking cover at that time of year, but past spring events held by the boys and girls at Cupertino have still been momentous.

This has been the time of year, after all, when Apple has previously presented new iPads and MacBooks, among other devices. We already know that 2015 is supposed to be the year of the Apple Watch, that bold entry into a new product category that was already confirmed by CEO Tim Cook at a similarly



high-profile keynote late last year. Indeed, **many speculated - particularly given the size of the venue - that the March 9 event would be dedicated entirely to the new wearable.**

If you had quickly quizzed fans and analysts prior to the event, the Apple Watch would've generally been their uppermost expectation, not least as so many details about the timepiece - such as its pricing - was yet to be confirmed. As Citi observed, "The only hint in the invite are the words 'Spring forward.' We note that U.S. daylight savings time begins the day before, on Sunday, March 8th –an appropriate time-related hint indeed, as people roll their watches forward one hour."



## OTHER PREDICTIONS AHEAD OF THE BIG KEYNOTE

But there were other intriguing rumors doing the rounds before the grand keynote. As Trip Chowdhry, an analyst at Global Equities Research told Benzinga, "the rumors have been put on a MacBook Air with a Retina Display." Another research firm, Oppenheimer seemed to support this expectation in pointing out that the MacBook Air had not been updated since June 2013, which seemingly made it a surer candidate for a March update than the iPad.

Some of the speculation in the run-up to the event was perhaps less well-placed. It has been suggested in some quarters lately that Apple is working on a larger version of its venerable tablet, a 12.9-inch 'iPad Pro'. However, a Bloomberg News report that **supplier issues have forced a delay in the**



**jumbo slate's start of production to about September** would seem to decrease the likelihood of any formal announcement this early.

There was even some - admittedly much fainter - talk about cars in the days and weeks prior to the keynote, such as by Chowdhry, and of course, there has been much focus on this area recently as far as Apple is concerned. However, it's far from clear whether Apple is even working on a car project, and it was hardly likely that

we'd get further information on anything so bold at this event.

The Apple TV was a safer subject of discussion, Oppenheimer commenting that "the last [third generation] Apple TV was introduced in early 2013, we expect a refreshed Apple TV with slimmer design, faster CPU, larger memory, more online." Finally, suggestions were also forthcoming that the March 9 keynote could see the announcement of some kind of iTunes and Beats integration.



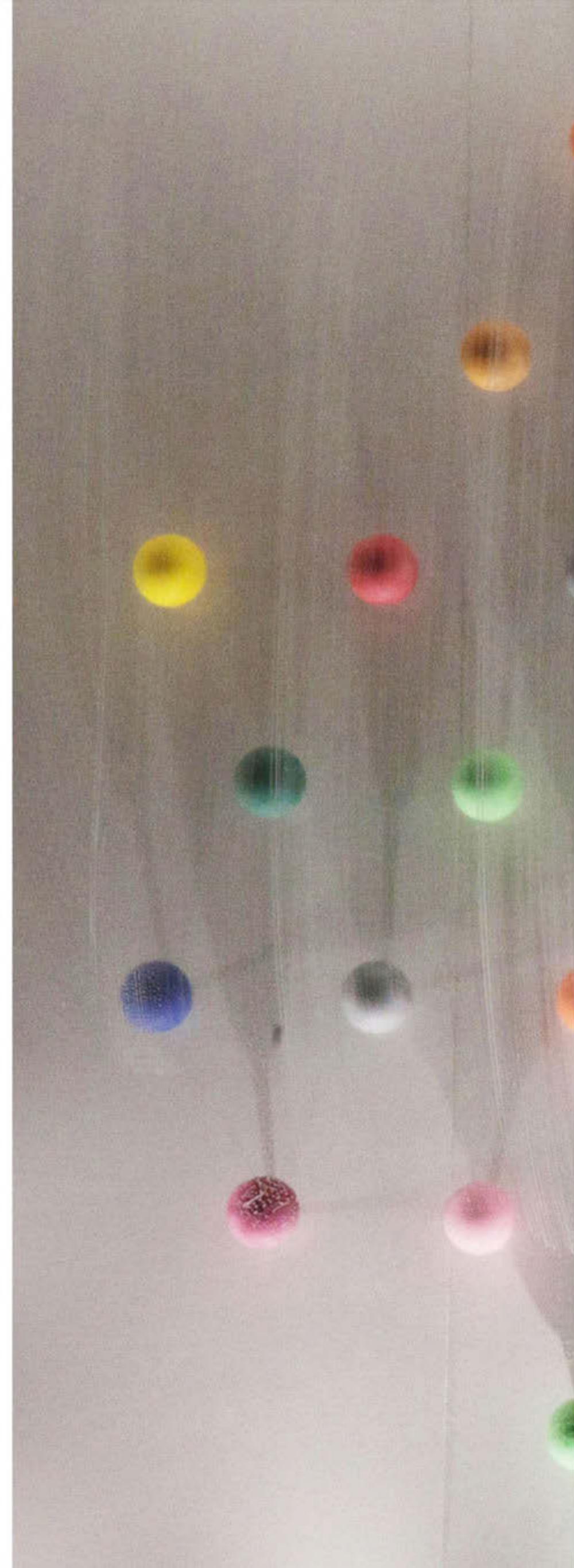
## WHAT ACTUALLY HAPPENED AT THE KEYNOTE

Given the recent news that Cook has been touring some of the Apple Stores located far afield from the company's Cupertino base, it was surely befitting that the event began with a video intro showing some of the fan mania at its West Lake, China store.

**Citing this store as an example of the very latest approach to Apple Store design**, Cook declared that "We've opened six stores in China in the last six weeks alone". He said that with 21 Apple Stores presently in the country, plans were afoot to almost double that number before too long.

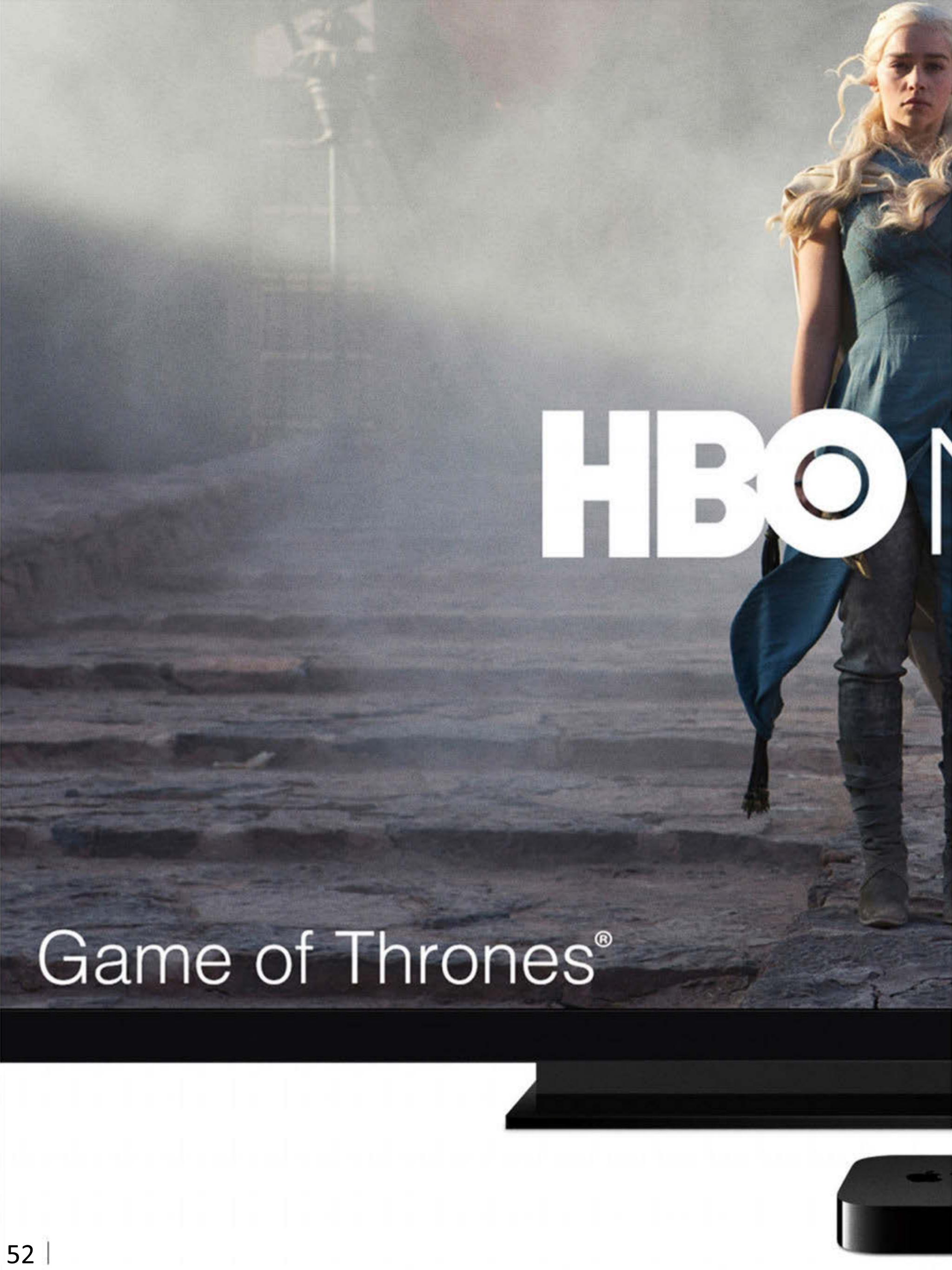
Throughout these early moments of the keynote, we were treated to further tidbits about Apple's recent successes and milestones. Cook informed us that in the last quarter alone, there were more than 120 million visitors to Apple's stores, as well as that the company had recently passed the 700 million milestone for the number of iPhones sold. As for the Apple TV, while we didn't get the aforementioned refresh anticipated by some, Cook did announce a price slash for the digital media player and microconsole to a tempting \$69.

Then, it was onto the first big announcement of the night: not an Apple device or even Apple service per se, but HBO NOW, the video on demand service - operated by the HBO pay television network - for which Apple is the exclusive partner. The service premieres next month, and involves HBO's library of original programs, films and other content being





Apple WATCH



HBO

Game of Thrones®



made accessible on-demand to subscribers via apps on a personal computer or Apple TV, iPad, iPod Touch or iPhone.

Apple customers will be charged just \$14.99 a month to make use of HBO NOW's content, ranging from sports and documentaries to comedy specials. In the words of senior vice president of Internet Software and Services at Apple, Eddy Cue, "HBO NOW offers a new generation of HBO fans many of the best TV programs in the world without a cable or satellite subscription. Now, with the same simplicity as buying an app, **customers can subscribe to HBO NOW and instantly start viewing their favorite HBO programs as they air — this is huge.**"



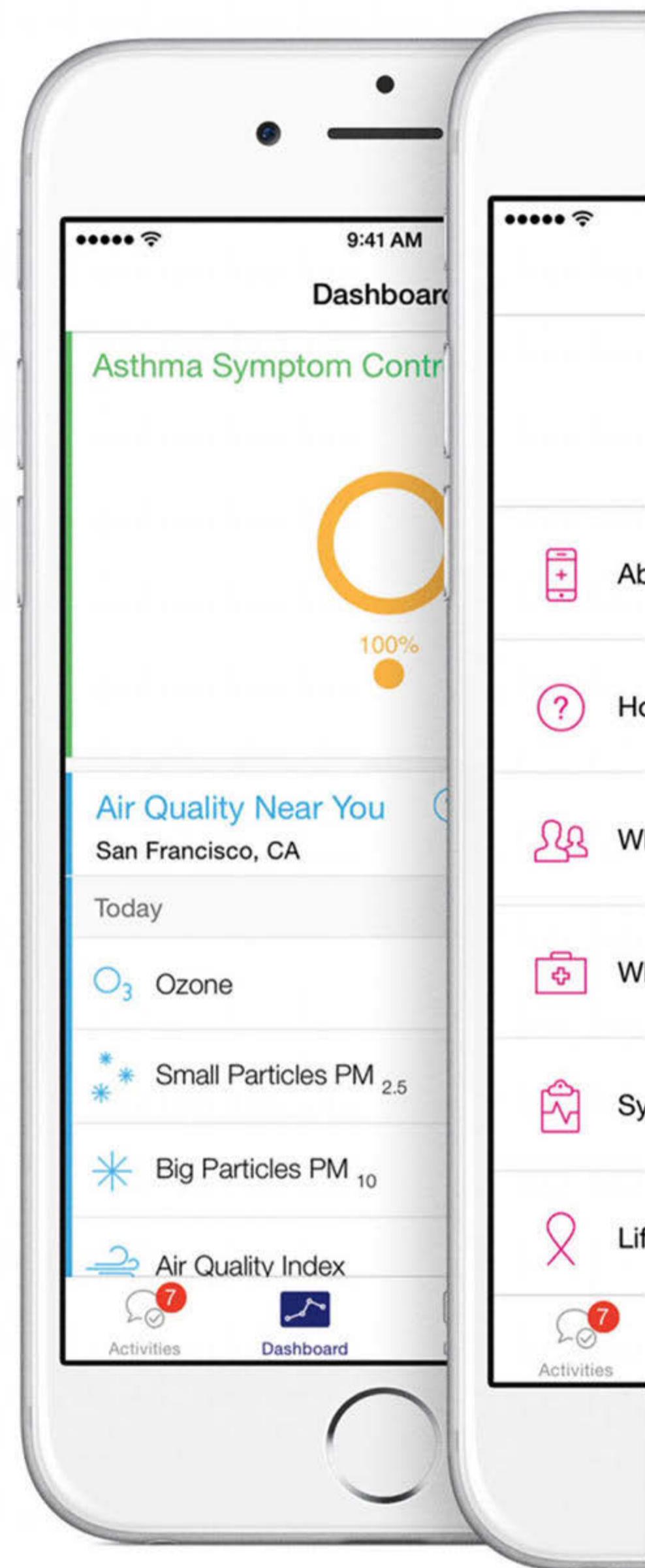


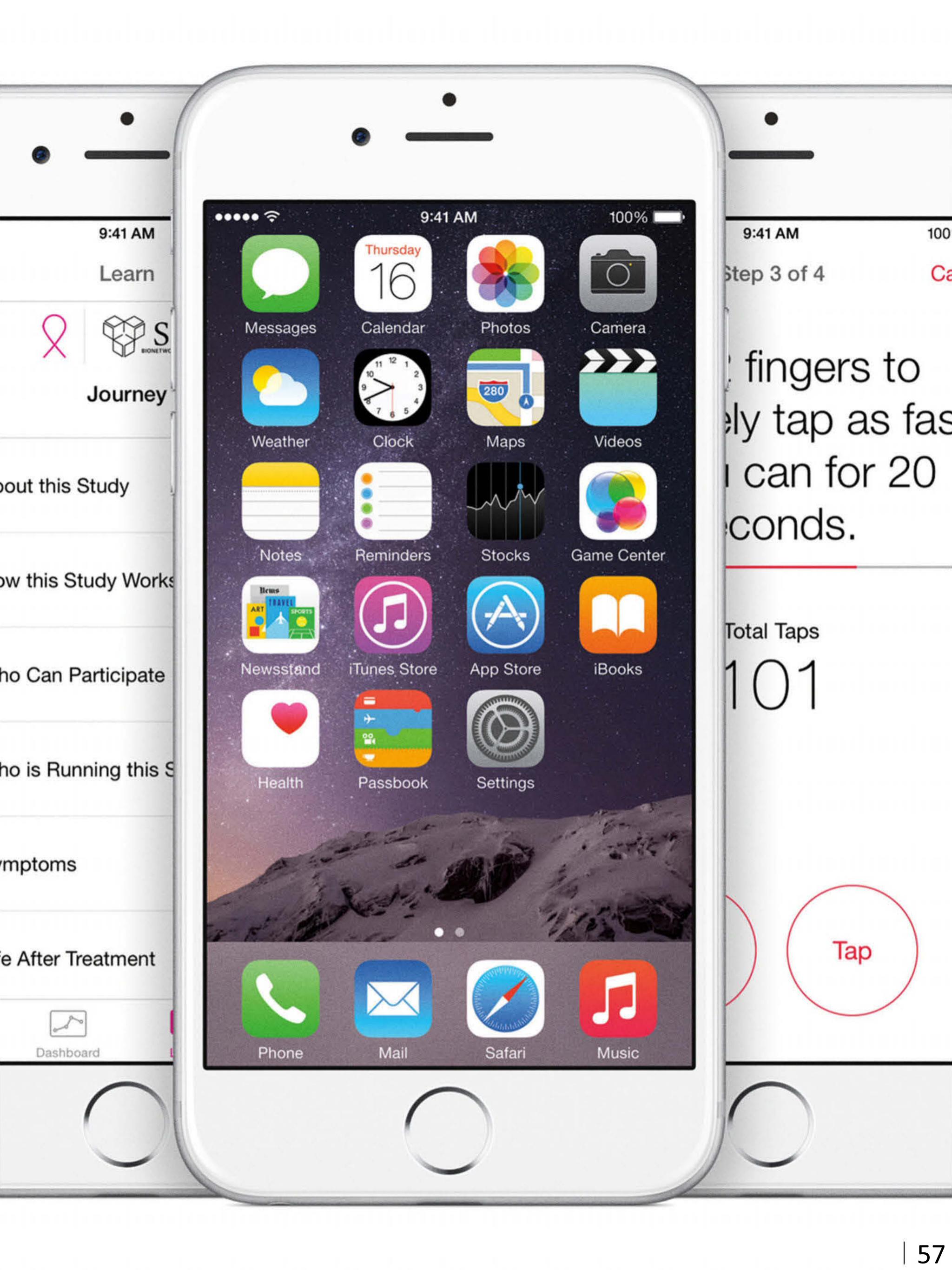
## MEDICAL PROFESSIONALS TO BENEFIT FROM RESEARCHKIT

But if one needed any evidence that March 9's announcements weren't just about the needs of the average consumer, but also about how Apple can help to make the wider world a better place, it was surely forthcoming in the next topic of conversation: a little thing called ResearchKit. The idea of this open source software framework is to **make it easier for researchers and developers to tap into the iPhone's potential for medical studies through the creation of suitable apps.**

As Apple has put it on its website for ResearchKit, "You're already carrying a powerful medical research tool... hundreds of millions of people around the world have an iPhone in their pocket. Each one is equipped with powerful processors and advanced sensors that can track movement, take measurements, and record information - functions that are perfect for medical studies." With ResearchKit, old-style medical studies requiring a physical visit to a hospital or other medical facility to complete tasks and fill out questionnaires look like becoming a thing of the past.

It's not merely the case that ResearchKit could assist doctors and scientists with their future gathering of medical study data - because that's already happening. Yes, according to Apple, apps have already been created using ResearchKit by world-class research institutions for studies on asthma, Parkinson's disease, diabetes, breast cancer









and cardiovascular disease. That only makes us all the more excited about the potential for the software framework in the months and years to come.

## NEW MACBOOKS CHANGE THE GAME ONCE AGAIN

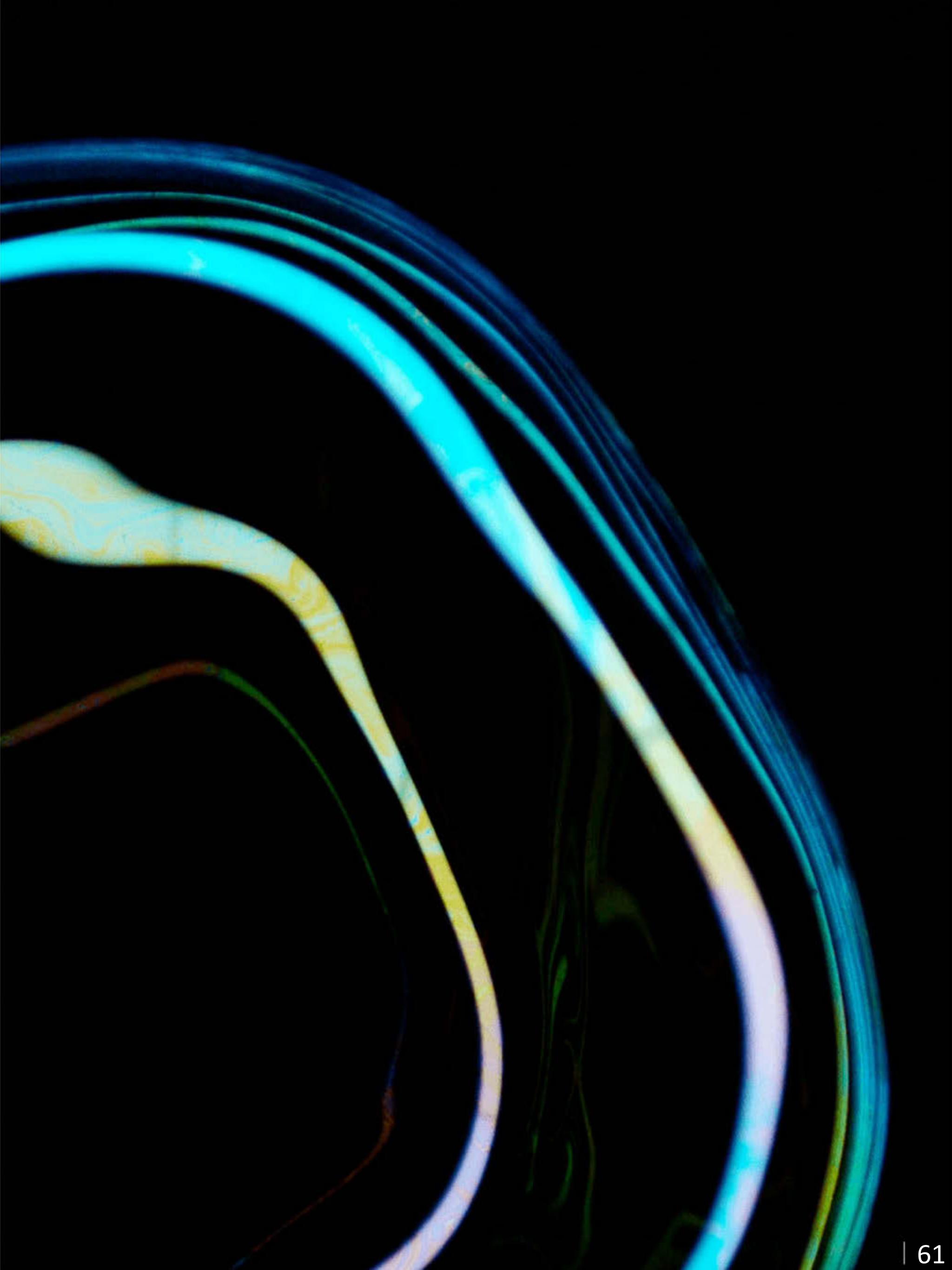
Amid all of the fuss about mobile and wearable devices in the world of Apple in recent times, it's been easy to forget that the MacBook remains a hugely strategically important and commercially successful product line - Cook reminding us at the keynote that it had outgrown the industry every year over the last decade. Even in what proved to be a shrinking sector last year, MacBook sales were 20 per cent higher than in the year before.

So, you might have imagined the MacBook to get at least some update love this spring, and if so, you would be quite right. There are several big stories here. On one hand, upgrades have been carried out to both the 13-inch MacBook Pro with Retina display and MacBook Air, which comes in 11-inch and 13-inch variants. Buyers of the 13-inch MacBook Pro will benefit from new processors, an improved battery life, quicker flash and more impressive graphics, to say nothing of the all-new Force Touch trackpad that we'll elaborate on in more detail below.

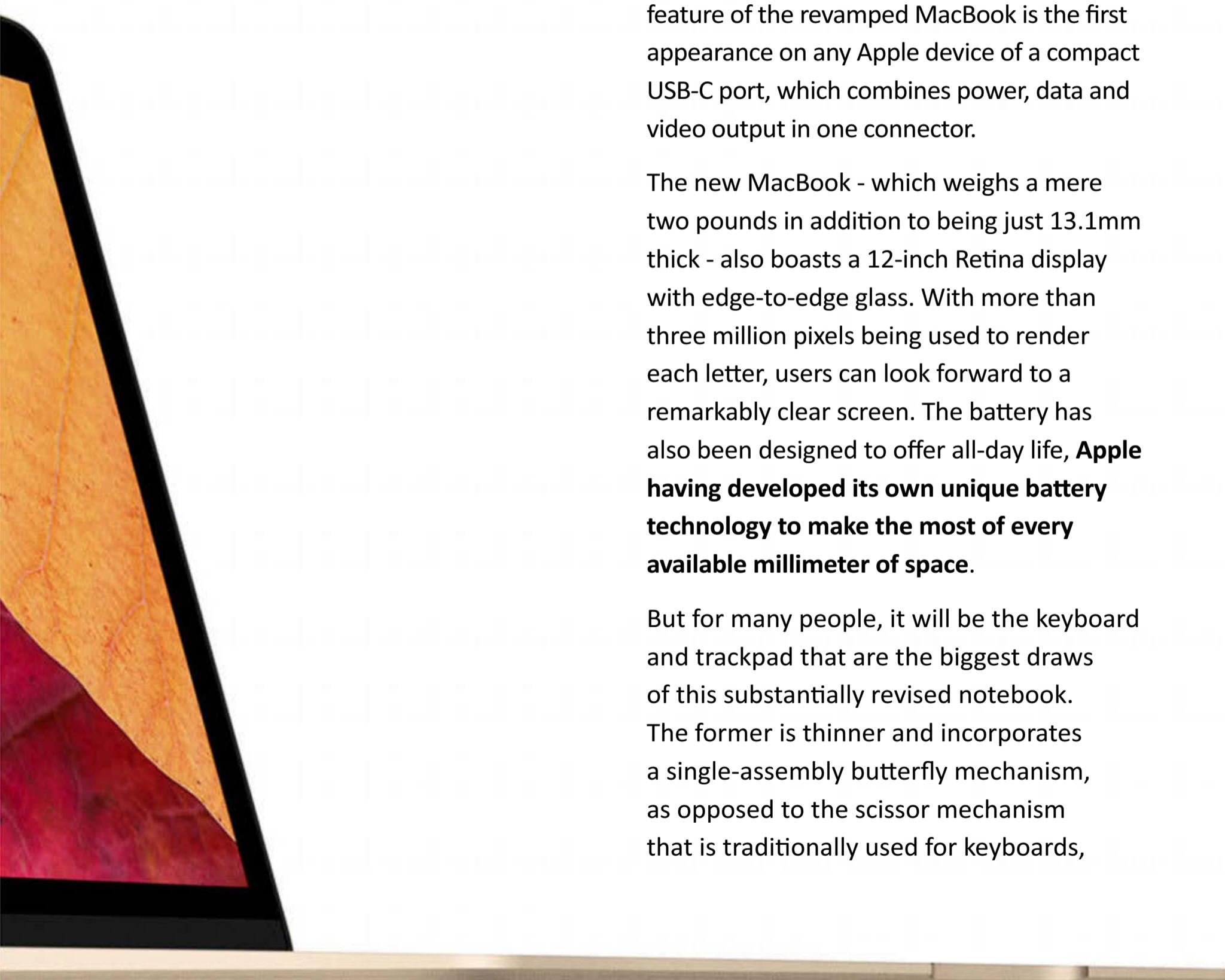
The 11-inch and 13-inch MacBook Air, meanwhile, are getting new processors and graphics and quicker Thunderbolt 2 interconnect technology. The larger of those

models is also getting a flash that is as much as twice as fast as before. **Naturally, buying a new MacBook also gives you the latest, redesigned OS X Yosemite operating system**, with its freshened-up appearance, potent new apps and Continuity features for stress-free and efficient working across your various Apple devices.









## AN ALL-NEW MACBOOK... AND THAT KEYBOARD AND TRACKPAD

However, the really big news concerning the MacBook at the March 9 keynote concerned a true top-to-bottom overhaul of the evergreen notebook. The all-new MacBook comes in gold, silver and space gray aluminum finishes, also being both thinner and lighter than the previous model. Another eye-catching feature of the revamped MacBook is the first appearance on any Apple device of a compact USB-C port, which combines power, data and video output in one connector.

The new MacBook - which weighs a mere two pounds in addition to being just 13.1mm thick - also boasts a 12-inch Retina display with edge-to-edge glass. With more than three million pixels being used to render each letter, users can look forward to a remarkably clear screen. The battery has also been designed to offer all-day life, **Apple having developed its own unique battery technology to make the most of every available millimeter of space.**

But for many people, it will be the keyboard and trackpad that are the biggest draws of this substantially revised notebook. The former is thinner and incorporates a single-assembly butterfly mechanism, as opposed to the scissor mechanism that is traditionally used for keyboards,





as part of what Apple has described as a complete "rethink" of how a keyboard should be engineered and constructed. Each key and its underlying mechanism has been redesigned, making for a slenderer keyboard that also offers a "more comfortable, precise, and responsive" typing experience.

That experience has been made possible by a four times more stable set of keys, which each have a 17 per cent greater surface area. The individual illumination of each key should improve overall illumination, in addition to

tab

caps

shift

fn



reducing the size of the components. Such innovation has been further added to by the presence of an all-new, pressure sensitive Force Touch trackpad, which provides adjustable haptic feedback.

What is especially impressive about the Force Touch trackpad is the **ability of the four sensors surrounding it to detect the amount of pressure that is being applied** and, in the event of an especially firm press, provide content-specific options. This allows for such possibilities as the speeding up of QuickTime videos when you press the trackpad harder - or apply a 'Force click', to use Apple's terminology.

The two MacBooks will ship on April 24, with prices starting at \$1299 for the 256GB model and \$1,599 for the 512GB variant. It is also said to be the most efficient and environmentally friendly MacBook that there has ever been, the carcinogenic metal Beryllium also being absent from a MacBook for the first time.

## APPLE WATCH PROVES THE STAR ATTRACTION

It's not often that Apple shows off a new device twice, before it has even become available to buyers - so the fact that it has done so with the eagerly-anticipated Watch further demonstrates its belief that it is worth making a fuss about. But the Watch's widely expected appearance at this spring keynote wasn't just about flaunting its stunning design again - it was also about providing the world with more details on the timepiece's release date, pricing and features.

Cook reintroduced us to the Watch by hailing it as "the most personal device we've ever created... we've designed [it] to appeal to a variety of people." This statement was the precursor to the disclosure of plenty more information giving us an insight into what the Apple Watch ownership experience will actually be like.

We were told of the customizable nature of the wearable's faces, for example, as well as about the 'Glances' feature and how easy it will be for the user to swipe to see the latest weather and calendar information, check their heart rate and control their music. We also learned of the ability that the Watch gives its owners to read their emails in full and even receive calls.

There's even a 'Digital Touch' feature that enables communication between Watches. The device is set to bring its users "a whole new way to communicate" through, for example, the animation of shared images and



TUE 9

10:09





even the ability to send their heartbeat to friends. As was widely predicted, the Watch will also place a big emphasis on the reporting of health activity, with users being given "move targets" for their coming week, which Cook has described as "like having a coach on your wrist."

The keynote also gave us a quick look at some of the apps that will be available for the Apple Watch, the likes of The Weather Channel, ESPN and Salesforce being mentioned. Oh, and you'll even be able to check into a hotel with your Watch, use it as a room key and receive location-sensitive reminders via Siri.

inch • 42MM CASE

## WATCH PRICING AND RELEASE INFORMATION CONFIRMED

Then, there was the other knotty information that anyone contemplating an Apple Watch purchase was always going to want to know. Apple will start taking orders for the Watch from April 10, with the timepiece becoming available on April 24. The exact price, meanwhile, depends on the collection, size, material and band that are chosen for a given Watch.

The Apple Watch Sport, for instance, which is made from anodized aluminum and Ion-X glass, incorporates a fluoroelastomer band and can be specified in Space Gray or Silver, **is priced at \$349 or \$399, depending on whether you opt for the 38mm or 42mm version.** Further up the price range is the simply-titled Watch, the stainless steel model that comes in the same two sizes, as well as in two colors - space black and polished stainless steel.

That mid-range model can be yours for \$549 if the 38mm variant is your choice, or \$599 if you go for the 42mm version. However, you could be paying as much as \$1,099 for the 42mm Space Black model with Space Black Stainless Steel Link bracelet.

Finally, the range-topping Edition can be specified in either of the same 38mm or 42mm sizes, in a choice of solid 18k Rose or Yellow gold. These strictly limited-number variants will cost \$10,000 upwards for the 38mm model, rising to a minimum of \$12,000 for the 42mm model. You might pay up to









\$17,000 for an Apple Watch Edition, which shouldn't be too surprising when you bear in mind the wide range of bands available for the timepiece, among so many other customization options.

To coin a famous Apple keynote phrase, it's worth us touching on "one more thing"... the Watch's battery life. It was another subject of much discussion prior to the keynote, and we now know that it will take about two and a half hours to complete a charge of the timepiece, or an hour and a half to get to an 80 per cent charge. On a full charge, the device should last about 18 hours with mixed use, making it necessary for most users to charge it at the end of each day.









## **AN EVENT THAT WAS MORE THAN WORTH THE WAIT**

What more could be said about an event that proved to be a true bumper one for Apple? The company's spring event may not be the one that people keep their eyes on most, but it certainly punched above its weight this year. If you're considering purchasing one of the aforementioned products or services, this 'Spring Forward' event will have given you much encouragement - and you can also rest assured that we will keep you updated on the latest news concerning all of these categories in the months to come. ■

by Benjamin Kerry & Gavin Lenaghan



Image: David Paul Morris

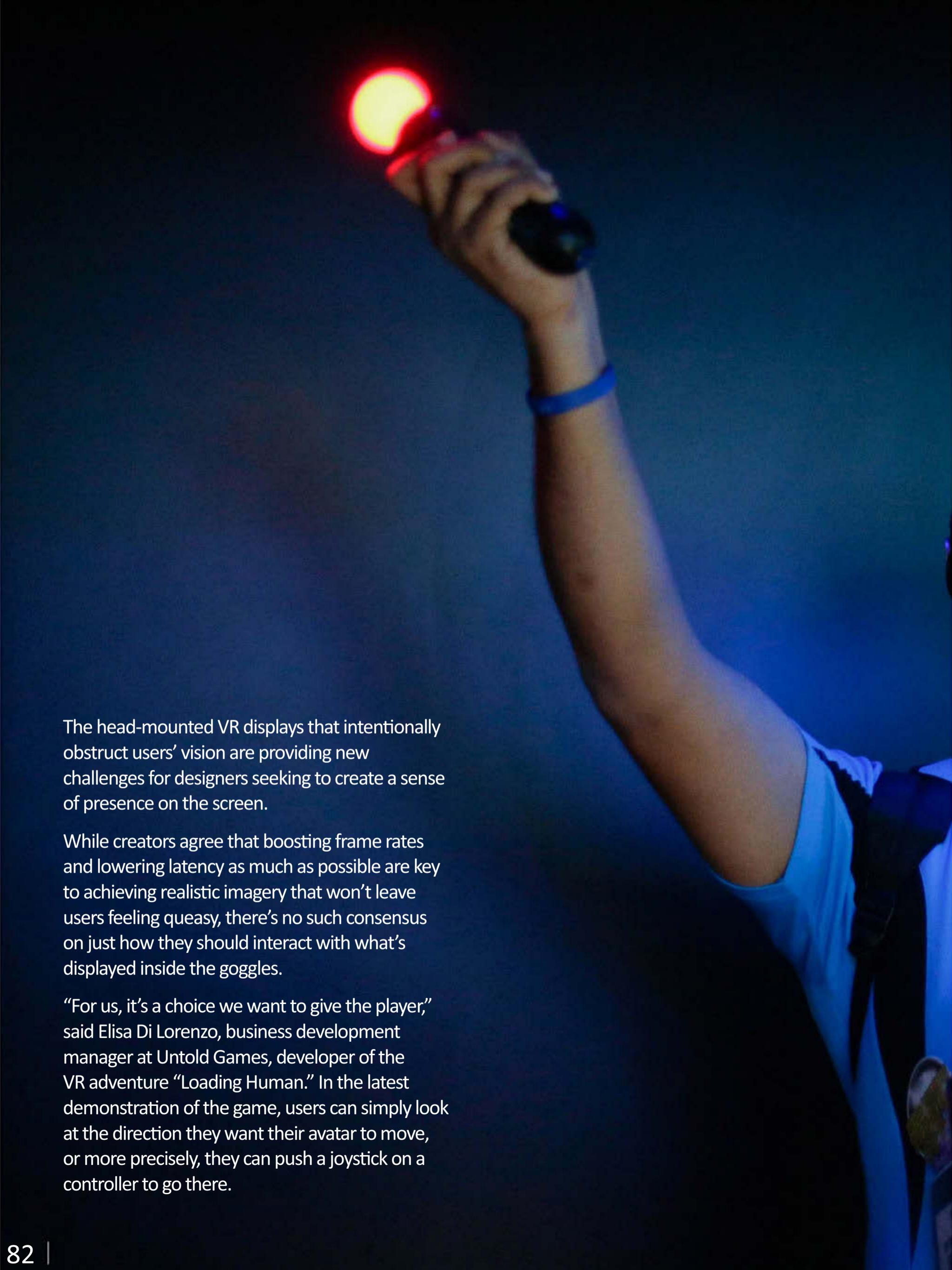


# FOR VIRTUAL REALITY CREATORS, A QUESTION OF CONTROL

At the Game Developers Conference, it's easy to imagine what virtual reality will look like when it eventually hits the marketplace. What it will feel like, however, is an entirely different matter.

From wand-shaped controllers to motion-detecting sensors, VR creators are trying out all sorts of input methods on the road to bringing the immersive technology into consumers' homes.

For decades, to interact with virtual worlds depicted on television and computer screens, gamers had to rely on either hand-held controllers with an assortment of buttons, directional pads and analog sticks, or a keyboard coupled with a mouse.



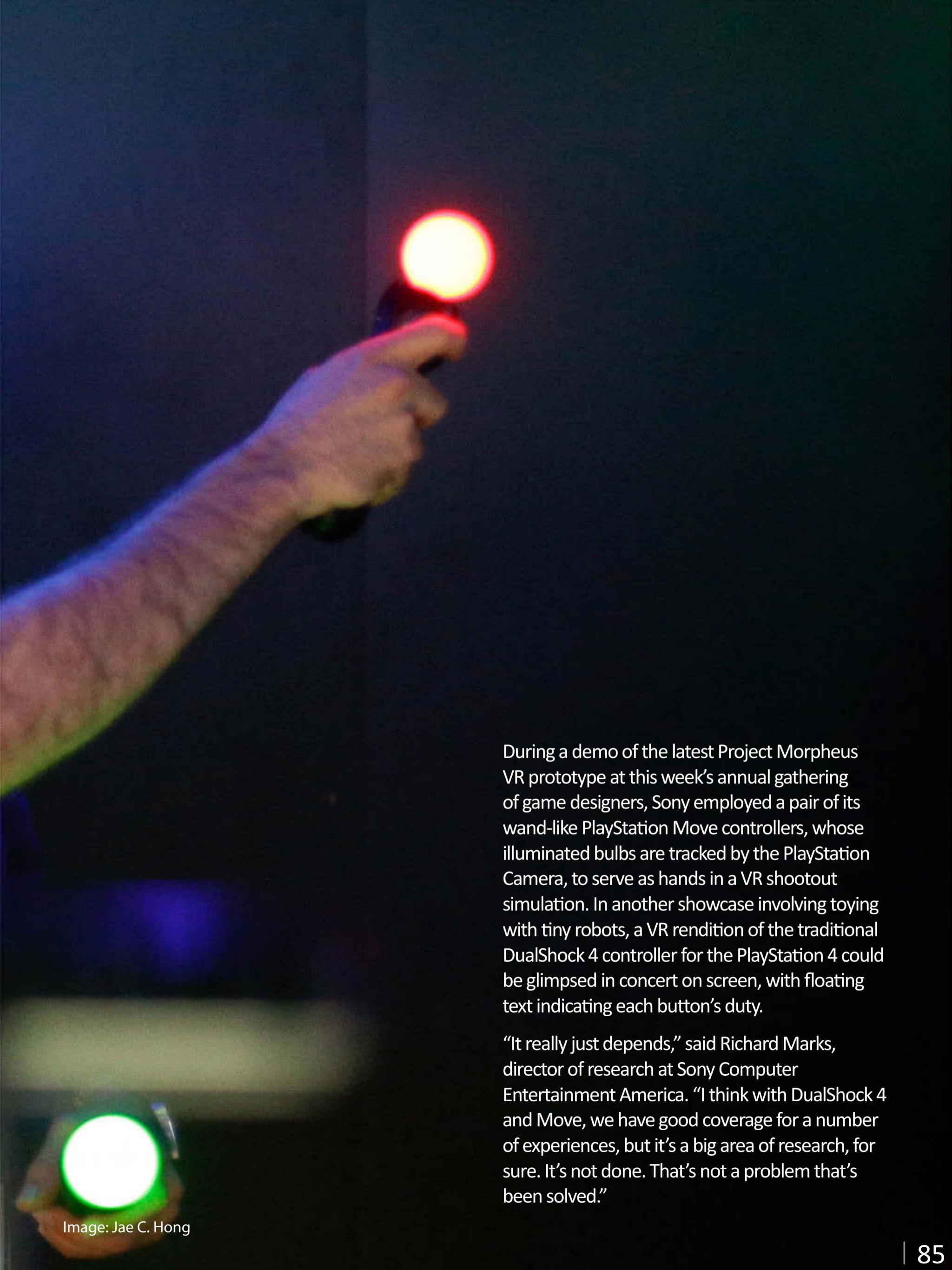
The head-mounted VR displays that intentionally obstruct users' vision are providing new challenges for designers seeking to create a sense of presence on the screen.

While creators agree that boosting frame rates and lowering latency as much as possible are key to achieving realistic imagery that won't leave users feeling queasy, there's no such consensus on just how they should interact with what's displayed inside the goggles.

"For us, it's a choice we want to give the player," said Elisa Di Lorenzo, business development manager at Untold Games, developer of the VR adventure "Loading Human." In the latest demonstration of the game, users can simply look at the direction they want their avatar to move, or more precisely, they can push a joystick on a controller to go there.



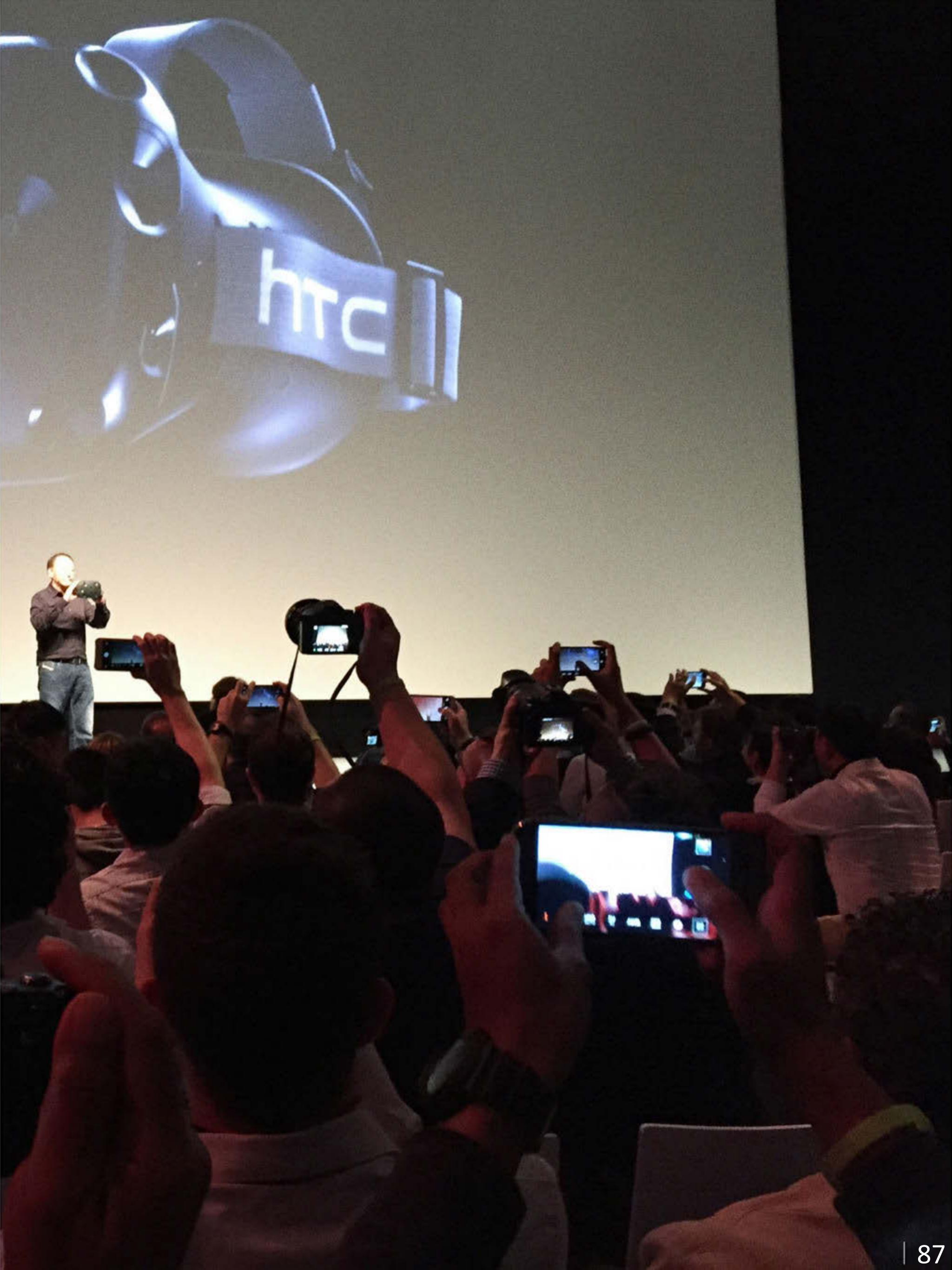




During a demo of the latest Project Morpheus VR prototype at this week's annual gathering of game designers, Sony employed a pair of its wand-like PlayStation Move controllers, whose illuminated bulbs are tracked by the PlayStation Camera, to serve as hands in a VR shootout simulation. In another showcase involving toying with tiny robots, a VR rendition of the traditional DualShock 4 controller for the PlayStation 4 could be glimpsed in concert on screen, with floating text indicating each button's duty.

“It really just depends,” said Richard Marks, director of research at Sony Computer Entertainment America. “I think with DualShock 4 and Move, we have good coverage for a number of experiences, but it’s a big area of research, for sure. It’s not done. That’s not a problem that’s been solved.”







Oculus VR, which launched the latest VR frenzy three years ago with the introduction of the first Oculus Rift prototype, has yet to land on a formal control scheme. The headset has been demonstrated at trade events with various controllers.

The most precise and immersive solution could actually be a combination of several different systems. In a demo of the HTC Vive, a newly unveiled headset from the smartphone manufacturer and game distributor Valve, a pair of wand-shaped gizmos similar to Move controllers was matched with a set of motion-detecting sensors positioned on top of shelves at opposite ends of a room.

On screen, the controllers depicted hands in various environments, like a cartoony kitchen and a fantastical dungeon. They also served as floating tools used to create a three-dimensional painting. Meanwhile, the sensors simultaneously tracked the user's movement in a 15-by-15-foot space, with an on-screen grid popping up if an actual real-world wall was nearby.







“When I could walk around the room in the Valve demo, I cared a lot less about the resolution and everything else on screen because it was really intuitive,” said Alasdair Coull, head of research and development at Weta Digital. The company partnered with Oculus and Epic Games for a passive VR encounter at GDC with the dragon Smaug from “The Hobbit” films.

Other solutions on display at GDC included the latest rendition of the Virtuix Omni, a treadmill-like contraption that tracks users’ feet. At nearly 150 pounds, it’s both the bulkiest and safest solution because users’ movement is restricted.

“There’s are a number of VR games close to being finished, so it’s really a question now of if the technology is going to further improve,” said Simon Carless, executive vice president at UBM Tech Game Network, which hosts GDC and other technology conferences.

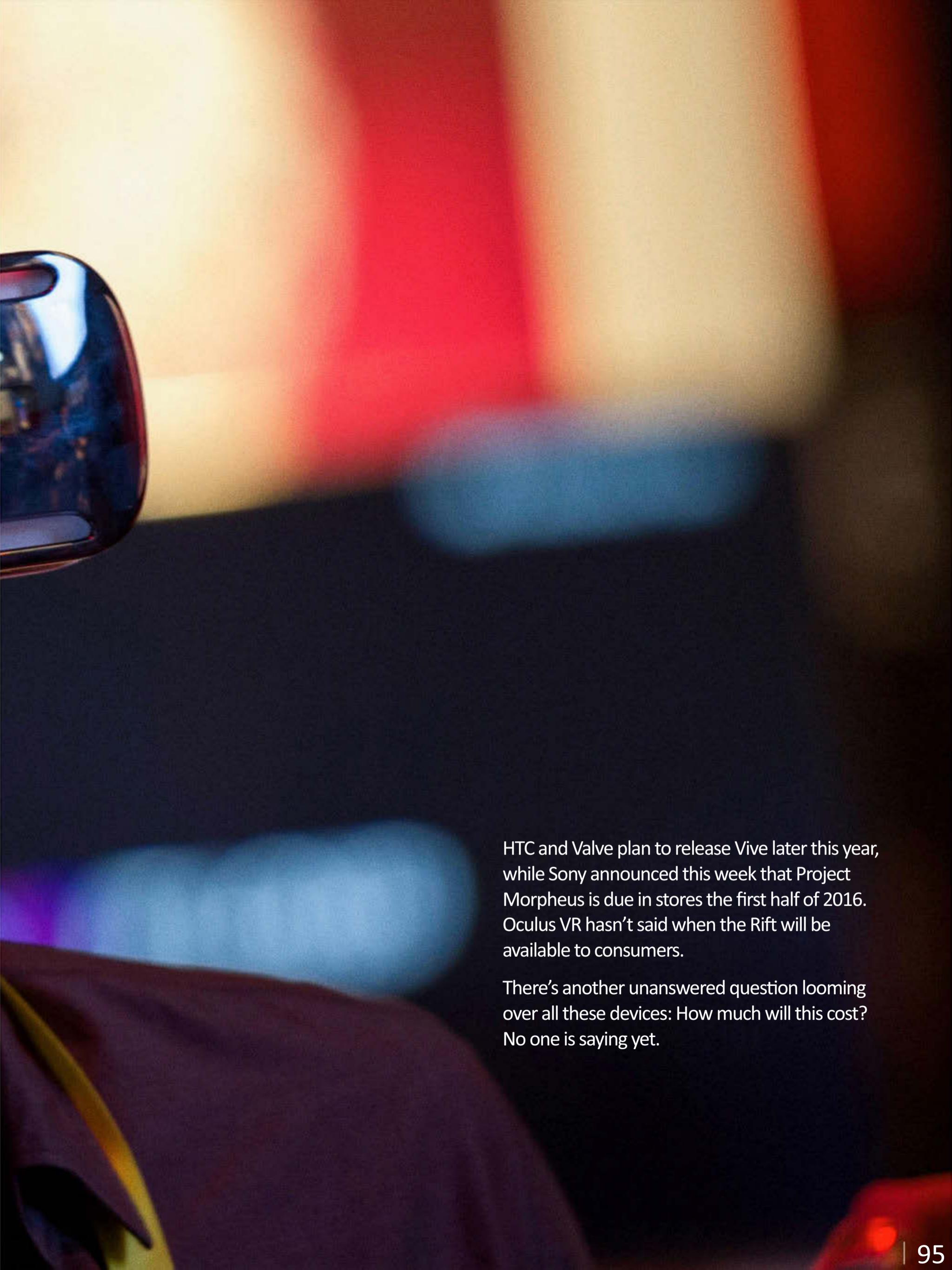
That answer should come soon.



YOUR VISION.  
UNLEASHED



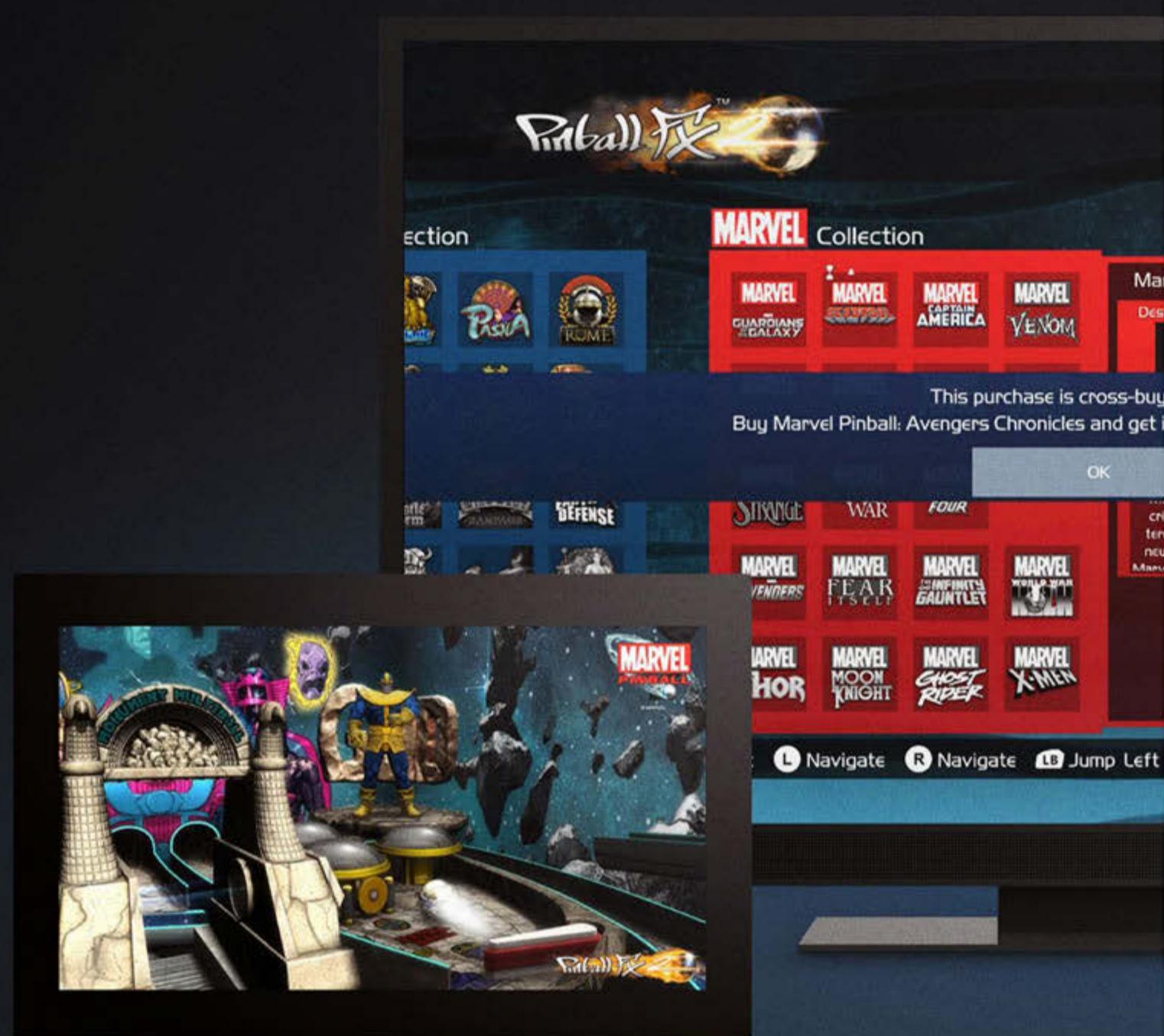


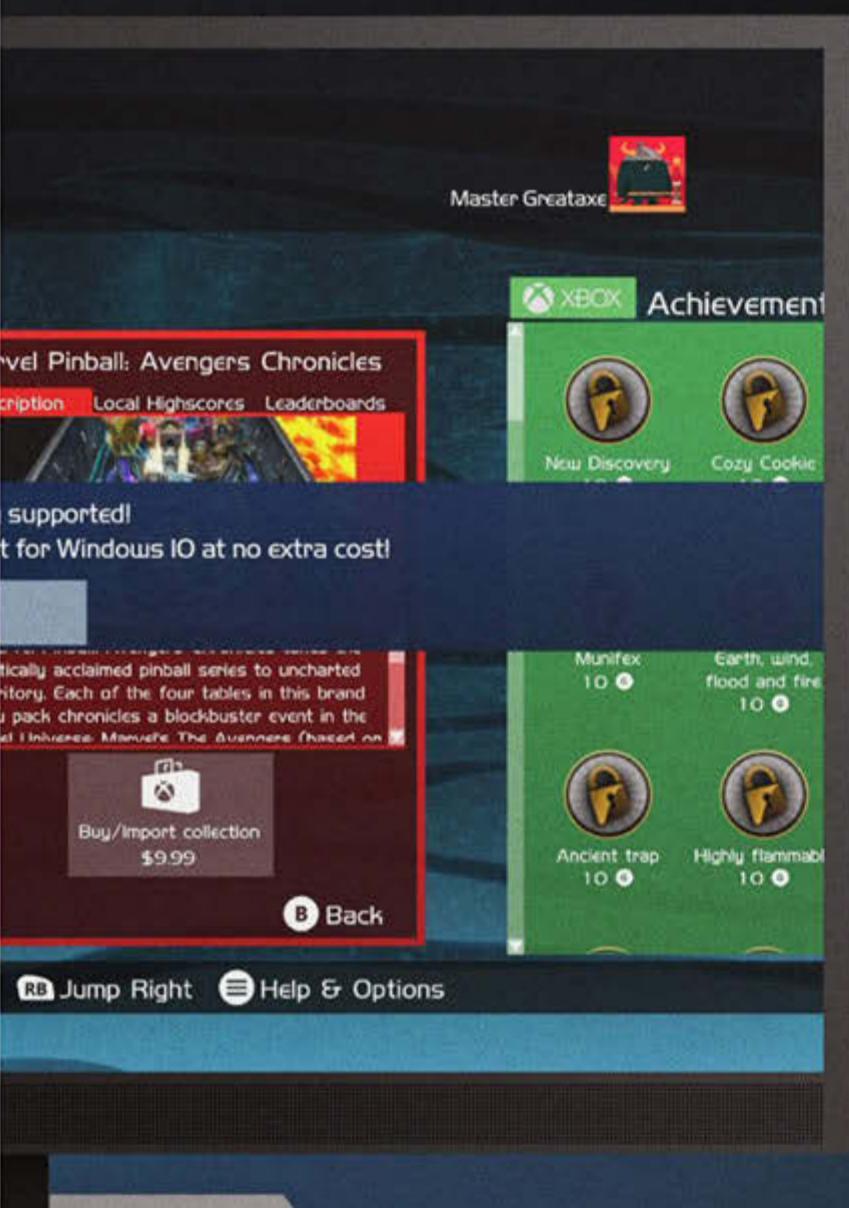
A blurred, colorful background image of a VR headset, possibly an HTC Vive, with a rainbow gradient overlay.

HTC and Valve plan to release Vive later this year, while Sony announced this week that Project Morpheus is due in stores the first half of 2016. Oculus VR hasn't said when the Rift will be available to consumers.

There's another unanswered question looming over all these devices: How much will this cost? No one is saying yet.

# MICROSOFT OUTLINES PLAN TO BRIDGE XBOX AND PC VIDEO GAMING







Microsoft is attempting to break down the walls surrounding console gaming.

Phil Spencer, head of the company's video game division, detailed Microsoft's plan for game makers to create universal apps that can run on both Xbox One consoles and PCs with Windows 10, as well as smartphones, tablets and other devices running the forthcoming version of Windows. That includes HoloLens, Microsoft's wearable headset that gives wearers the ability to interact with three-dimensional images.



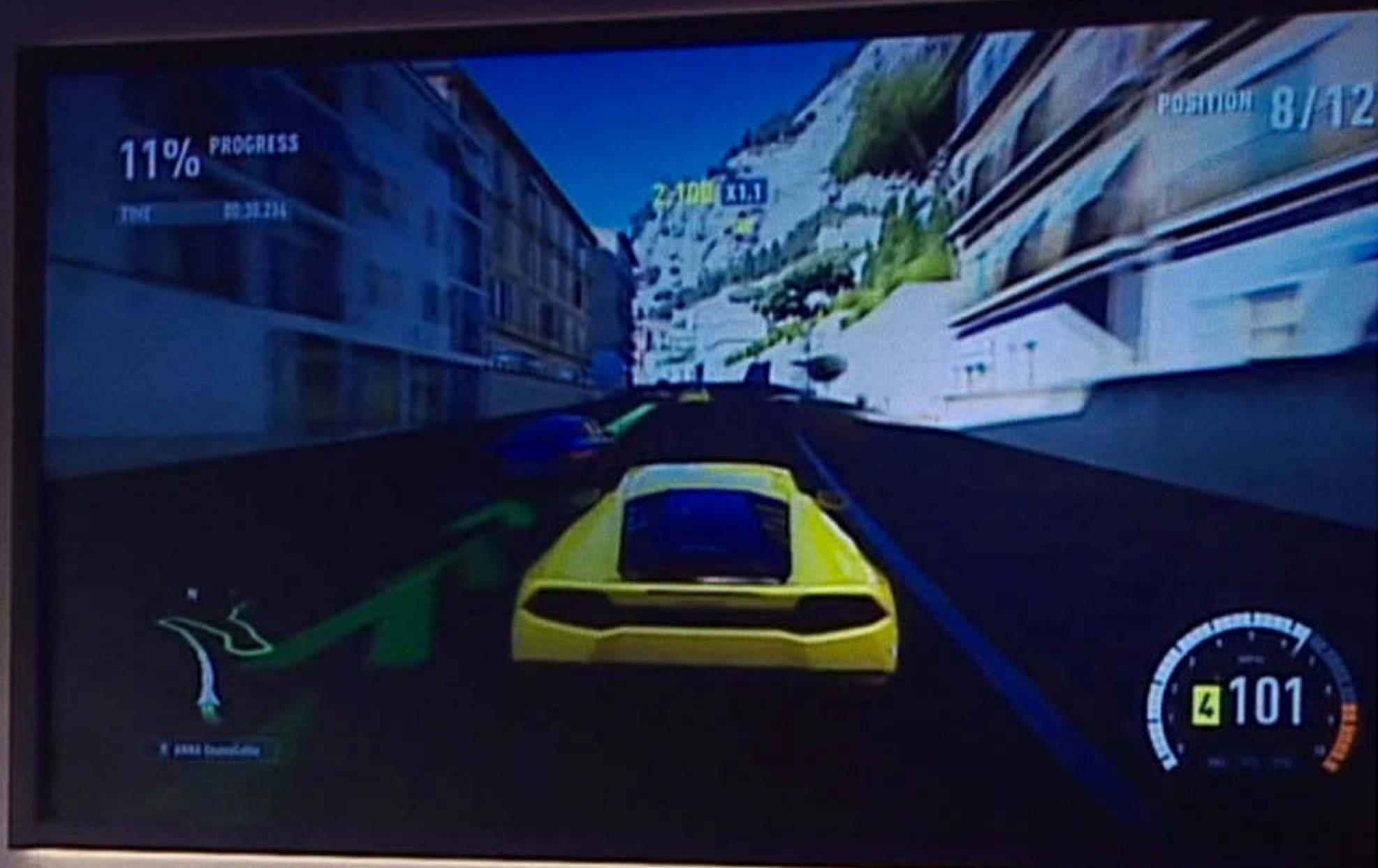
Windows

Microsoft



"Our goal with gaming at Microsoft is to allow people to play games wherever they are," Spencer told game makers Wednesday at the Game Developers Conference. "We know for developers that it's critically important for you to reach those gamers wherever they are."

Spencer said the marriage of Xbox One and Windows 10 would allow creators to make their games easily accessible to consumers, regardless



of whether they switch between devices or where they buy apps.

“We know there are billions of people that play games across all devices,” Spencer said. “Today, the world is segmented. You don’t have linkage really between the places that your customers are playing your games.”

Microsoft Corp. first revealed its plans to bring Xbox and Windows closer together at the Jan.



Microsoft  
HoloLens



Windows 10









21 unveiling of HoloLens and Windows 10, when Spencer demonstrated the upcoming Xbox One game “Fable Legends” running on a PC.

At the annual gathering of game developers on Wednesday, Spencer demonstrated the cross-play functionality on stage with a pair of players on Xbox One seamlessly facing off against another duo on PC in a match of the competitive multiplayer indie game “(hash)IDARB.”

Spencer also teased that Microsoft will release an adapter later this year that will allow PCs to use wireless Xbox One controllers. No price was announced.

In a private demo after Spencer’s talk, Xbox director of program management Michael Ybarra showed off other functionality, including the abilities to record and edit game clips in Windows, find Xbox Live friends across multiple platforms and stream the Xbox One title “Sunset Overdrive” on a Microsoft Surface tablet.

Ybarra said game streaming will initially only be available on devices connected to the same network, but the company was looking into making it available across the Internet.

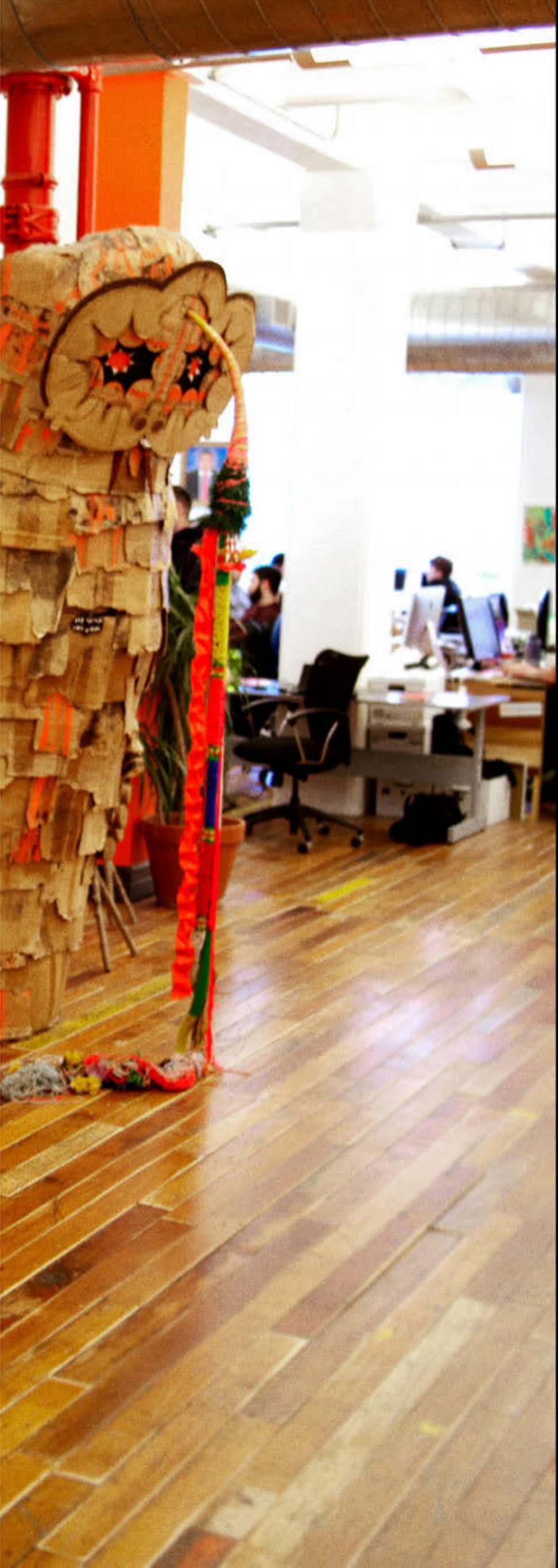
Microsoft is investing heavily in training developers on how to create games that work across its platforms this week by sponsoring such GDC sessions as “Developing with Xbox Live for Windows 10” and “Gaming Consumer Experience on Windows 10.”

The move is part of Microsoft’s bid to win back a larger audience after losing ground in the mobile computing boom. Windows has long been the dominant operating software for desktop and laptop computers, but business has suffered with more people using smartphones and tablets.

Online: <http://www.xbox.com>



Etsy



# CAN ETSY KEEP ITS FOLKSY BRAND AND MAKE SHAREHOLDERS MONEY?

If craft seller Etsy goes public later this year it will be a test of how well the company can balance an explicit social mission with shareholder expectations for making money.

Founded in 2005, Brooklyn-based Etsy sells everything from a \$110,000 antique desk from the 1800s to a \$20 handmade antler pendant, and everything in between. In 10 years it's grown from a scrappy startup offering craftspeople a way to sell necklaces and needlepoint online to a marketplace of 54 million members that generated \$1.93 billion in sales in 2014. And on Wednesday, Etsy filed for an initial public offering of stock valued at up to \$100 million.





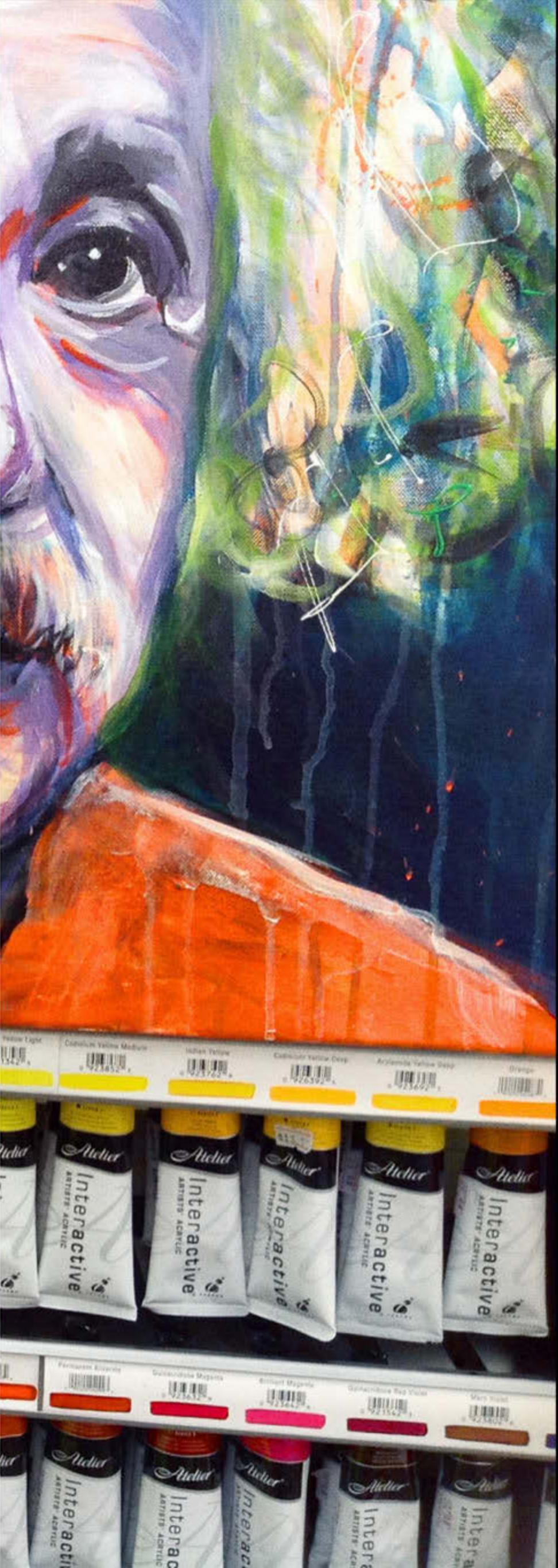
# Etsy

The company is more than a folksy, funky brand. It's a B Corporation, which is a for-profit company with a stated social mission certified by a nonprofit organization called B Lab. In its prospectus filed with the SEC, Etsy says its mission is to build a "human, authentic and community-centric global and local marketplace," and cites any loss of its B Corp status as a risk factor to its brand.

There are only about 1,000 such B-Corporations worldwide, including Warby Parker, Patagonia and Ben & Jerry's. But none of them are public companies on their own (Ben & Jerry's is owned by Unilever). If Etsy does go public, it will be the first test of how well certified B Corps can work on Wall Street.







Analysts agree it makes sense for Etsy's growth to go public or seek a buyer, but some say it is difficult for companies to maintain their entrepreneurial or social spirit in the face of Wall Street pressure for financial returns.

"It's going to be a tall order for a management team in the future to be true to its core company values while also delivering shareholder value," said Forrester analyst Sucharita Mulpuru on Thursday. "When companies go public they're held accountable for quarterly goals that shareholders want and it's very, very difficult to stay true to core values." An Etsy spokeswoman declined to comment citing the company's quiet period ahead of the IPO.

But the cash infusion that an IPO brings could juice Etsy's growth. And some Etsy sellers welcome the added awareness an IPO would bring.

"I am excited about the additional attention the site will be receiving," said Michael Webb, 41, a Colorado artist who sells his art through Etsy and other sites and galleries.

Others are playing wait-and-see.

Holly Marshmueller, 32, has sold her line of new mom and baby products, like handmade changing pads and car seat covers, on Etsy since 2011. She said she understands that an IPO will help Etsy grow, but expects it will bring some changes to the site. When she heard about the expected IPO, she signed up for Shopify to host a shopping cart on her own site so she can sell her goods outside of Etsy.

"I was a little nervous and I wanted to protect my brand," said the Portland, Oregon, resident.

But she added that she has no plans to close her Etsy shop.

"I'm positively curious about how things are going to go," she said.

Etsy Inc. plans to list its shares on Nasdaq under the ticker symbol "ETSY."

# *SOLAR-POWERED PLANE LANDS IN INDIA ON 2ND LEG OF WORLD TRIP*



A Swiss-made solar powered aircraft landed in western India on Tuesday night, completing the second leg - and its first sea crossing - of its historic round-the-world trip.

The Solar Impulse 2 touched down at Ahmadabad airport in Gujarat state about 16 hours after it took off from Muscat, Oman, for the 1,465-kilometer (910-mile) flight without a drop of fuel.

The world's first aircraft powered by solar energy was to remain in Ahmadabad for two days before flying to the holy city of Varanasi in northern India on Saturday.







The Swiss pilots, Bertrand Piccard and Andre Borschberg, are taking turns at the controls of the aircraft during their 35,000-kilometer (21,700-mile) journey.

The aircraft's wings are covered by more than 17,000 solar cells that recharge the plane's batteries. It flies ideally at around 25 knots, or 45 kph (28 mph).

On Monday, Borschberg, who co-founded the Solar Impulse company that built the plane, flew the Si2 from Abu Dhabi, the capital of United Arab Emirates, to nearby Oman in the first leg of the epic journey. Piccard flew the second leg, to Ahmadabad.









The Swiss explorers say their aim is to highlight the importance of renewable energy and the spirit of innovation. They say the visionary journey is a “strong message for clean technologies.”

Si2 is slated to make 12 stops during its 35,000-kilometer (21,700-mile) journey, including in China and Myanmar, before it crosses over the Pacific Ocean. It will then land in Hawaii and the U.S. Midwest and East Coast before flying over the Atlantic Ocean. It may also stop in southern Europe or North Africa, depending on weather conditions.

A close-up photograph of the cockpit windows of the Solar Impulse 2 aircraft. The windows are framed in a light blue color, and the interior of the cockpit is visible, showing the complex instrument panel and seating area. The aircraft's fuselage is a light blue color with a dark blue stripe running along the side.

Some legs of the trip, such as over the Pacific and Atlantic oceans, will mean five days and five nights of flying solo.

Both pilots have been training hard for this journey, which will span 25 flight days over five months. Borschberg has been practicing yoga and Piccard self-hypnosis.

Neither pilot will be able to stand in the cockpit while flying, but the seat reclines for stretching and its cushion can be removed for access to a toilet. There is no running water onboard.

SRIMPULSE ACROSS AMERICA ★

SOLVAY



S  
SOLV

Armbands placed underneath their suits will buzz if the plane isn't flying level.

The Si2 aircraft has a wingspan of 72 meters (236 feet), spanning larger than a Boeing 747 jumbo jet. At about 2,300 kilograms (5,070 pounds), the Si2 weighs about as much as a minivan or mid-sized truck. An empty Boeing 747, in comparison, weighs some 180,000 kilograms (400,000 pounds).

Online: Solar Impulse: [www.solarimpulse.com](http://www.solarimpulse.com)



# TOP Free Apps

iOS



## #01 – Facebook Messenger

By Facebook, Inc.

Category: Social Networking

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



## #02 – Facebook

By Facebook, Inc.

Category: Social Networking

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



## #03 – YouTube

By Google, Inc.

Category: Photo & Video

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



## #04 – Instagram

By Instagram, Inc.

Category: Photo & Video

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



## #05 – Snapchat

By Snapchat, Inc.

Category: Photo & Video

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



## #06 – Trivia Crack

By Etermax

Category: Games

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



## #07 – Pandora Radio

By Pandora Media, Inc.

Category: Music

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



## #08 – Jelly Jump

By Ketchapp

Category: Games

Requires iOS 4.3 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



## #09 – Agent Alice

By wooga

Category: Games

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



## #10 – iTunes U

By Apple

Category: Education

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.

# TOP Free Apps



## #01 – OS X Yosemite

By Apple  
Category: Utilities  
Compatibility: OS X 10.6.8 or later



## #02 – Xcode

By Apple  
Category: Developer Tools  
Compatibility: OS X 10.8.4 or later



## #03 – Microsoft Remote Desktop

By Microsoft Corporation  
Category: Business  
Compatibility: OS X 10.7 or later, 64-bit processor



## #04 – Kindle

By AMZN Mobile LLC  
Category: Reference  
Compatibility: OS X 10.6 or later



## #05 – The Unarchiver

By Dag Agren  
Category: Utilities  
Compatibility: OS X 10.6.0 or later



## #06 – Slack

By Slack Technologies, Inc.  
Category: Business  
Compatibility: OS X 10.6 or later, 64-bit processor



## #07 – Bitdefender Virus Scanner

By Bitdefender SRL  
Category: Utilities  
Compatibility: OS X 10.7 or later, 64-bit processor



## #08 – App for Instagram - Instant at your desktop!

By Joacim Ståhl  
Category: Social Networking  
Compatibility: OS X 10.7 or later, 64-bit processor



## #09 – Microsoft OneNote

By Microsoft Corporation  
Category: Productivity  
Compatibility: OS X 10.9 or later



## #10 – App for Netflix

By Joacim Ståhl  
Category: Entertainment  
Compatibility: OS X 10.7 or later, 64-bit processor

Mac OS X

# TOP Paid Apps

iOS



## #01 – Minecraft – Pocket Edition

By Mojang

Category: Games / Price: \$6.99

Requires iOS 5.1.1 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



## #02 – Trivia Crack (Ad Free)

By Etermax

Category: Games / Price: \$2.99

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



## #03 – Heads Up!

By Warner Bros.

Category: Games / Price: \$0.99

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



## #04 – Scholly: Scholarship Search

By Scholly, LLC

Category: Education / Price: \$0.99

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



## #05 – Monument Valley

By ustwo™

Category: Games / Price: \$3.99

Requires iOS 6.0 or later. Compatible with iPhone 4, iPhone 4S, iPhone 5, iPhone 5c, iPhone 5s, iPhone 6, iPhone 6 Plus, iPad, and iPod touch. This app is optimized for iPhone 5.



## #06 – Five Nights at Freddy's 2

By Scott Cawthon

Category: Games / Price: \$2.99

Requires iOS 5.1 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



## #07 – Geometry Dash

By RobTop Games AB

Category: Games / Price: \$1.99

Requires iOS 5.2 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



## #08 – Fruit Ninja

By Halfbrick Studios

Category: Games / Price: \$0.99

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



## #09 – Afterlight

By Afterlight Collective, Inc

Category: Photo & Video / Price: \$0.99

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



## #10 – Facetune

By Lightricks Ltd.

Category: Photo & Video / Price: \$3.99

Requires iOS 6.0 or later. Compatible with iPhone 4, iPhone 4S, iPhone 5, iPhone 5c, iPhone 5s, iPhone 6, iPhone 6 Plus, iPad, and iPod touch. This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.

# TOP Paid Apps



## #01 – GarageBand

By Apple  
Category: Music / Price: \$4.99  
Compatibility: OS X 10.9 or later



## #02 – Folder Designer

By FIPLAB Ltd  
Category: Utilities / Price: \$1.99  
Compatibility: OS X 10.8.4 or later, 64-bit processor



## #03 – OS X Server

By Apple  
Category: Utilities / Price: \$19.99  
Compatibility: OS X 10.9.5 or later



## #04 – FaceTime

By Apple  
Category: Social Networking / Price: \$0.99  
Compatibility: OS X 10.6.6 or later



## #05 – Disk Doctor

By FIPLAB Ltd  
Category: Utilities / Price: \$2.99  
Compatibility: OS X 10.7.3 or later, 64-bit processor



## #06 – Logic Pro X

By Apple  
Category: Music / Price: \$199.99  
Compatibility: OS X 10.8.4 or later, 64-bit processor



## #07 – Final Cut Pro

By Apple  
Category: Video / Price: \$299.99  
Compatibility: OS X 10.9.2 or later, 64-bit processor



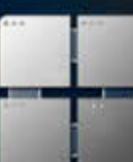
## #08 – AntiVirus Sentinel Pro

By Calin Popescu  
Category: Utilities / Price: \$9.99  
Compatibility: OS X 10.7 or later, 64-bit processor



## #09 – Duplicate Detective

By FIPLAB Ltd  
Category: Utilities / Price: \$1.99  
Compatibility: OS X 10.7 or later, 64-bit processor

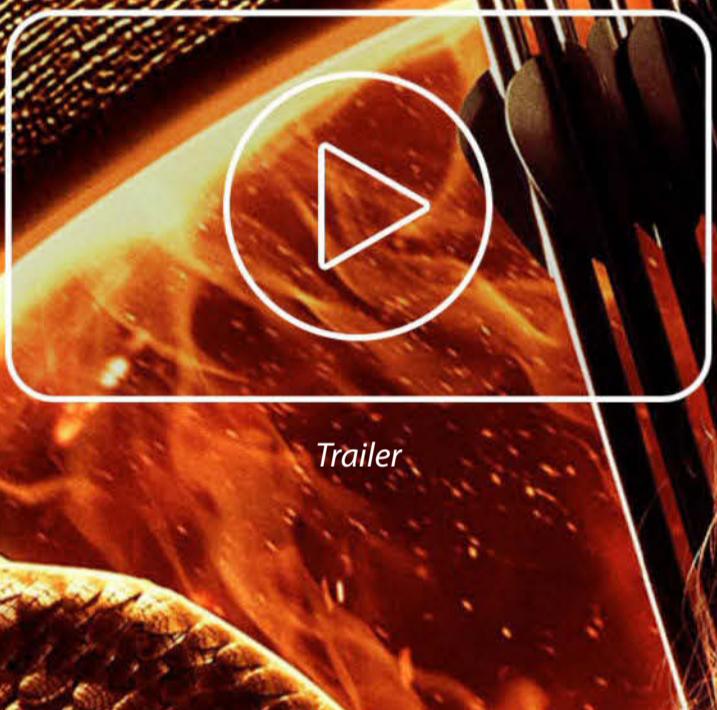


## #10 – BetterSnapTool

By Andreas Hegenberg  
Category: Productivity / Price: \$1.99  
Compatibility: OS X 10.6 or later, 64-bit processor

Mac OS X

# iTunes Review



Trailer

# Movies & TV Shows

Rotten Tomatoes  
 65%



[iTunes Preview](#)



by Francis Lawrence  
Genre: Action & Adventure  
Released: 2014  
Price: \$19.99

1282 Ratings

# The Hunger Games: Mockingjay - Part 1

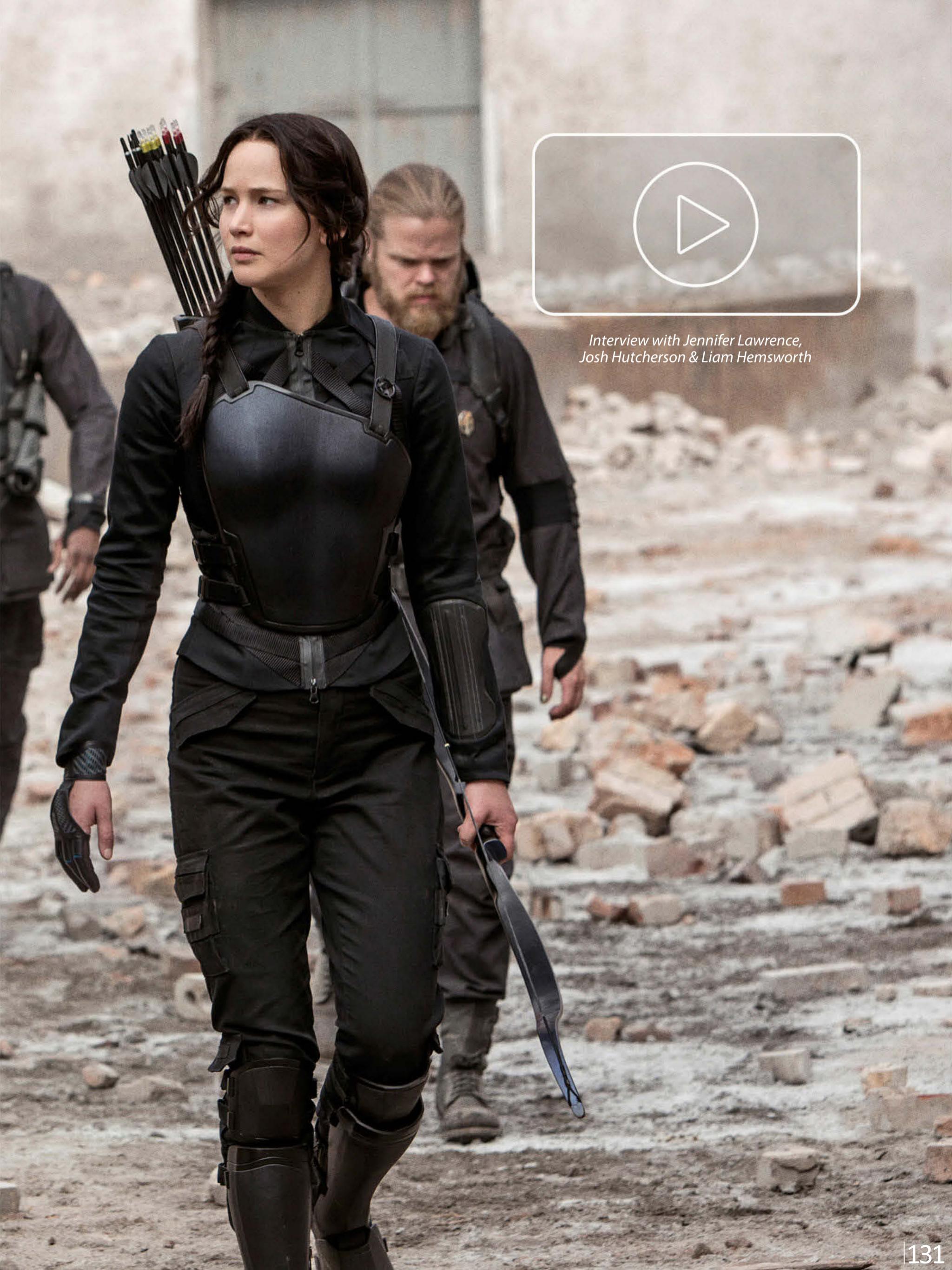
The first of two films based on the Suzanne Collins novel *Mockingjay*, the final book in The Hunger Games trilogy, this latest Francis Lawrence-directed epic picks up the story of two-time Hunger Games survivor Katniss Everdeen - portrayed by Lawrence - as she finds herself in District 13. She soon becomes The Mockingjay, the symbolic leader of the rebellion.

## FIVE FACTS:

1. Other members of the cast include Josh Hutcherson, Liam Hemsworth, Woody Harrelson, Elizabeth Banks and Julianne Moore.
2. **Principal photography and filming took place in Atlanta, Paris and Berlin.**
3. Lorde's "Yellow Flicker Beat", from the film's soundtrack, received nominations for Best Original Song at the Critics' Choice Movie Awards and Golden Globe Awards.
4. The movie **grossed \$751,926,344 worldwide.**
5. The film will be followed by *The Hunger Games: Mockingjay - Part 2* in November.

See more in  
iTunes





*Interview with Jennifer Lawrence,  
Josh Hutcherson & Liam Hemsworth*

# Foxcatcher

This Bennett Miller-directed biographical true crime drama film has its loose basis in the events surrounding John E. du Pont's 1986 recruitment of the sibling wrestlers who had claimed gold medals at the U.S. Olympics of two years earlier, Mark and Dave Schultz, to assist in the coaching of American wrestlers. It also covers Dave's subsequent murder by du Pont in 1996.

## FIVE FACTS:

- 1. The film was nominated for three Golden Globe Awards, including Best Picture.**
- 2. It was also nominated for five Oscars at the 2015 Academy Awards.**
- 3. It grossed \$12,096,300 in the United States.**
- 4. Most of the movie was filmed in the Pittsburgh metropolitan area.**
- 5. Cast members include Steve Carell as du Pont, Channing Tatum as Mark Schultz and Mark Ruffalo as Dave Schultz.**



Rotten Tomatoes  
 88%



[iTunes Preview](#)



by Bennett Miller  
Genre: Drama  
Released: 2014  
Price: \$14.99

★★★★★  
131 Ratings

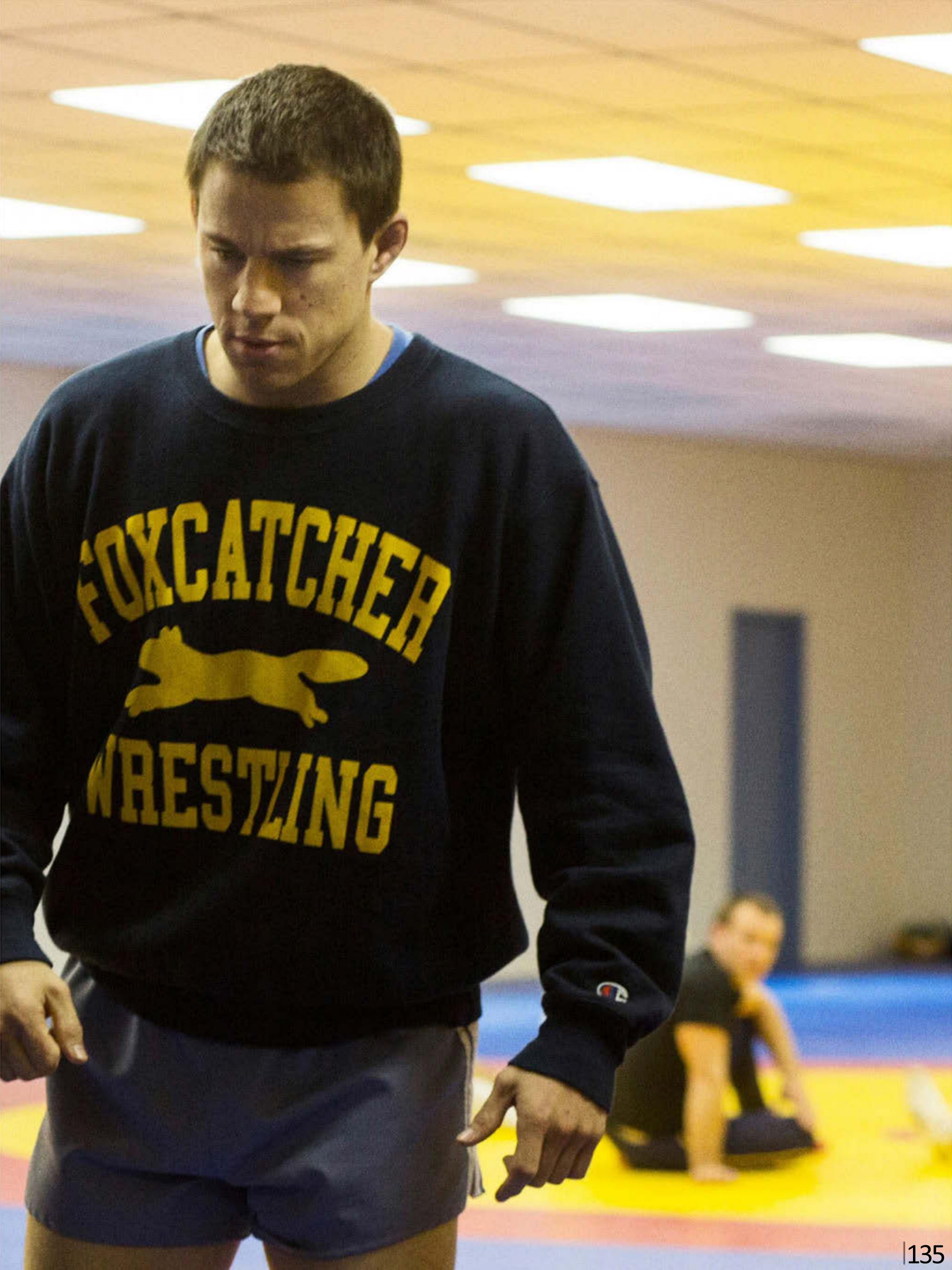


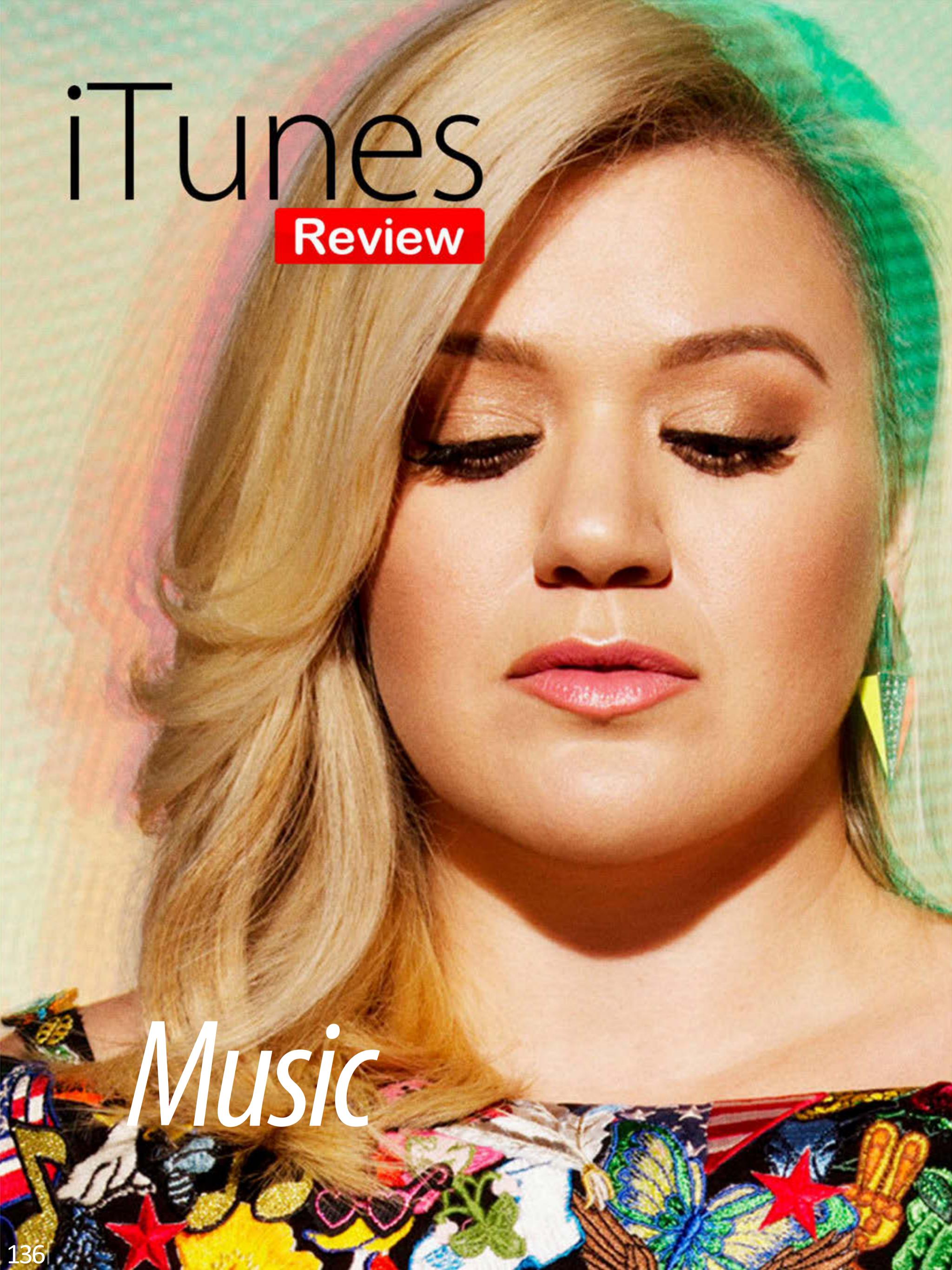
[Trailer](#)



*Interview with Steve Carell, Channing Tatum  
& Mark Ruffalo*







# iTunes

Review

# Music



[iTunes Preview](#)



Genre: Pop

Released: Feb 27, 2015

16 Songs

Price: \$12.99



1317 Ratings



*Heartbeat Song*

# Piece By Piece (Deluxe Version)

## Kelly Clarkson

The inaugural American Idol has come a seriously long distance since that star-making triumph in 2002, and for evidence of that, one only needs to give this especially intimate seventh studio album a listen. It involves her joining forces once more with such past collaborators as Greg Kurstin, Jesse Shatkin and Chris DeStefano.

### FIVE FACTS:

1. Kelly Brianne Clarkson was born in Fort Worth, Texas on April 24, 1982.
2. She topped the US Billboard Hot 100 with her first single, "A Moment Like This", in 2002.
3. Hampered in her own songwriting efforts by pregnancy, Clarkson enlisted new songwriters for Piece by Piece, including Sia, Matthew Koma, Mozella and Semi Precious Weapons lead singer Justin Tranter.
4. The new album's emphasis on electropop and electronic dance marks a departure from the predominant pop rock sound of Clarkson's previous studio albums.
5. A supporting tour will commence on July 11, 2015.

See more in  
iTunes



*Interview with Kelly Clarkson*

KELLY CLARKSON



LARKSON  
PIECE BY PIECE

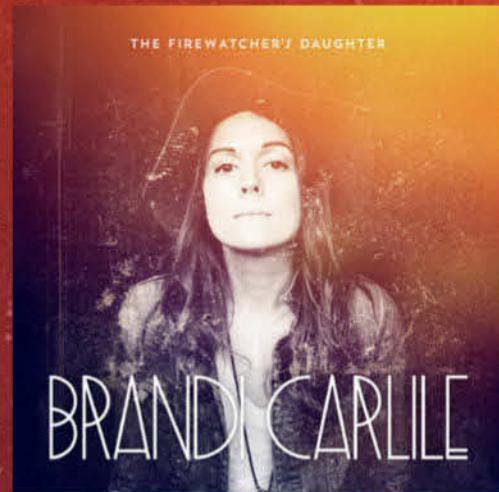
# The Firewatcher's Daughter

## Brandi Carlile

Singer-songwriter Brandi Carlile's first studio album since 2012's Bear Creek sees her resume her relationship with her producers, Tim and Phil Hanseroth, who she's been working with for a decade now. The end result is her most immediate and energetic album, right down to it being recorded almost entirely in first takes.

### FIVE FACTS:

1. Brandi M. Carlile was born in Ravensdale, Washington on June 1, 1981.
2. Her first album, 2005's Brandi Carlile, topped the US Folk chart.
3. She is especially well-known for her 2007 single "The Story", from her album of the same name.
4. Carlile's music has straddled many genres, including pop, rock, alternative country and folk.
5. Her cited musical influences include Patsy Cline, Elton John, Freddie Mercury, Thom Yorke and Roy Orbison.



[iTunes Preview](#)



Genre: Singer/Songwriter

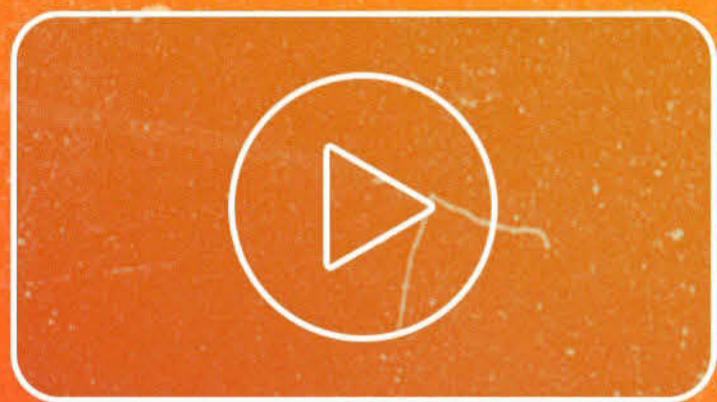
Released: Mar 03, 2015

12 Songs

Price: \$9.99



316 Ratings

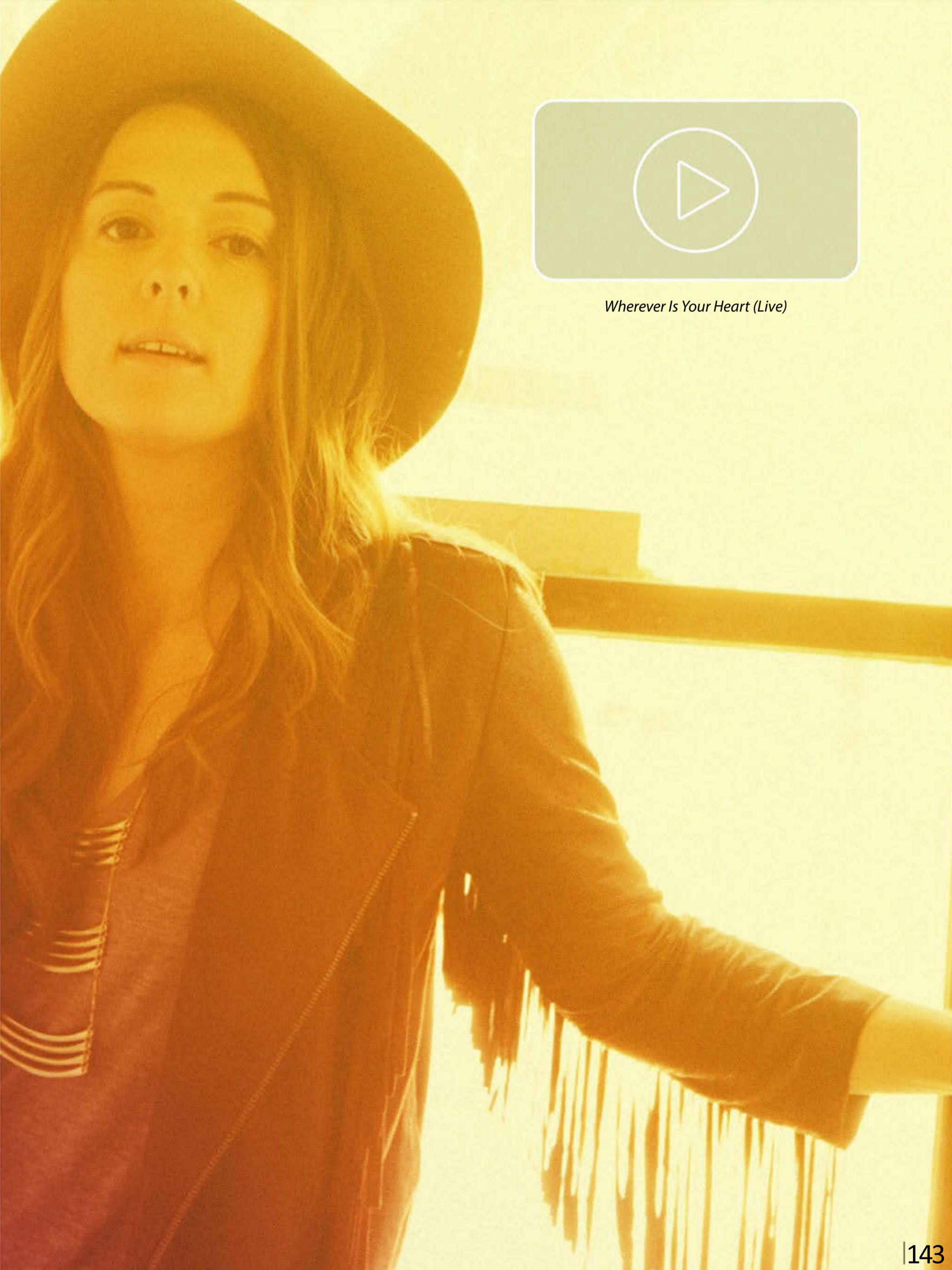


*The Eye*





*Wherever Is Your Heart (Live)*



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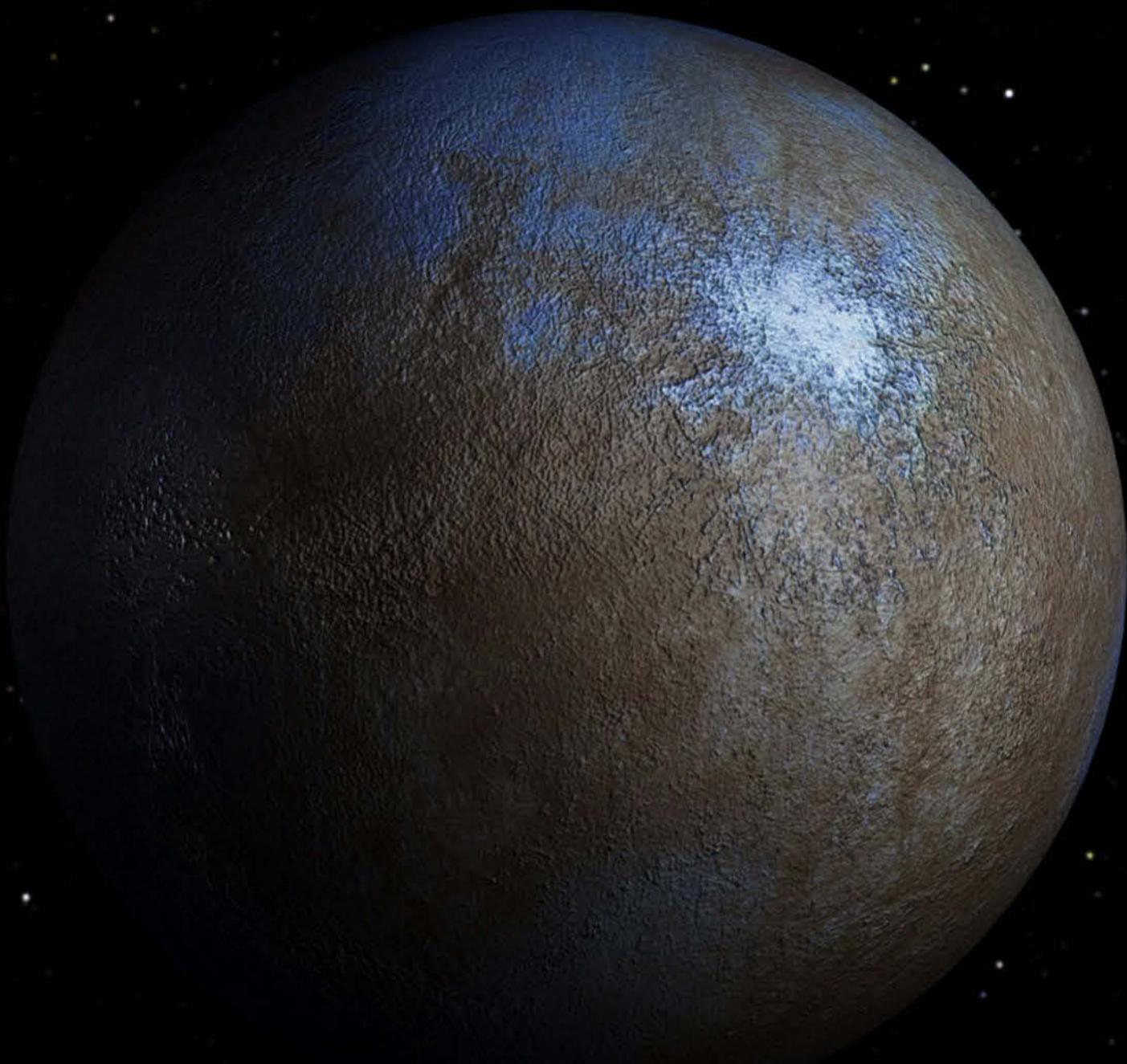
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Windows Store and search for Magzter

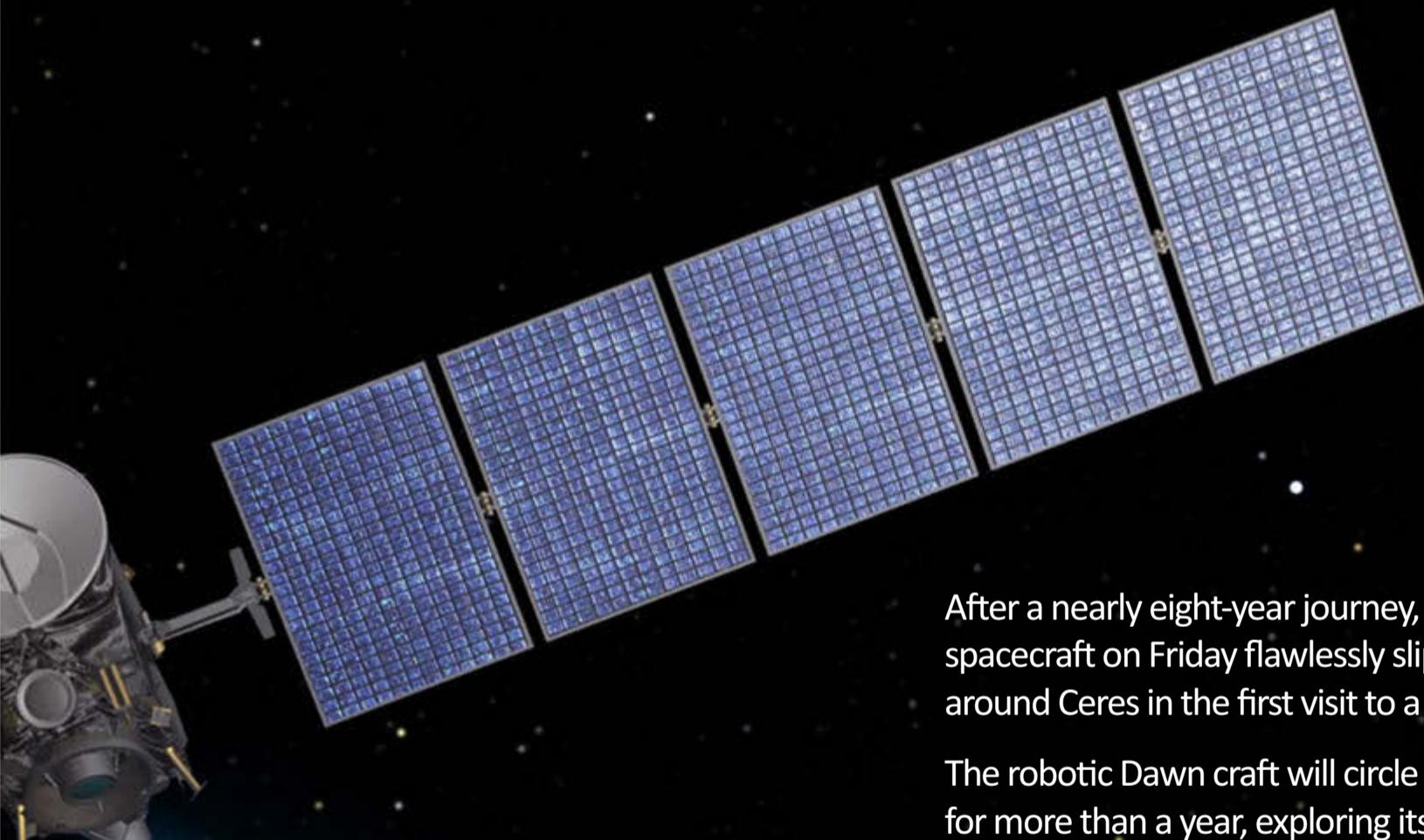
# SCIENCE





HELLO CERES!  
NASA  
SPACECRAFT  
ON FIRST VISIT  
TO DWARF  
PLANET





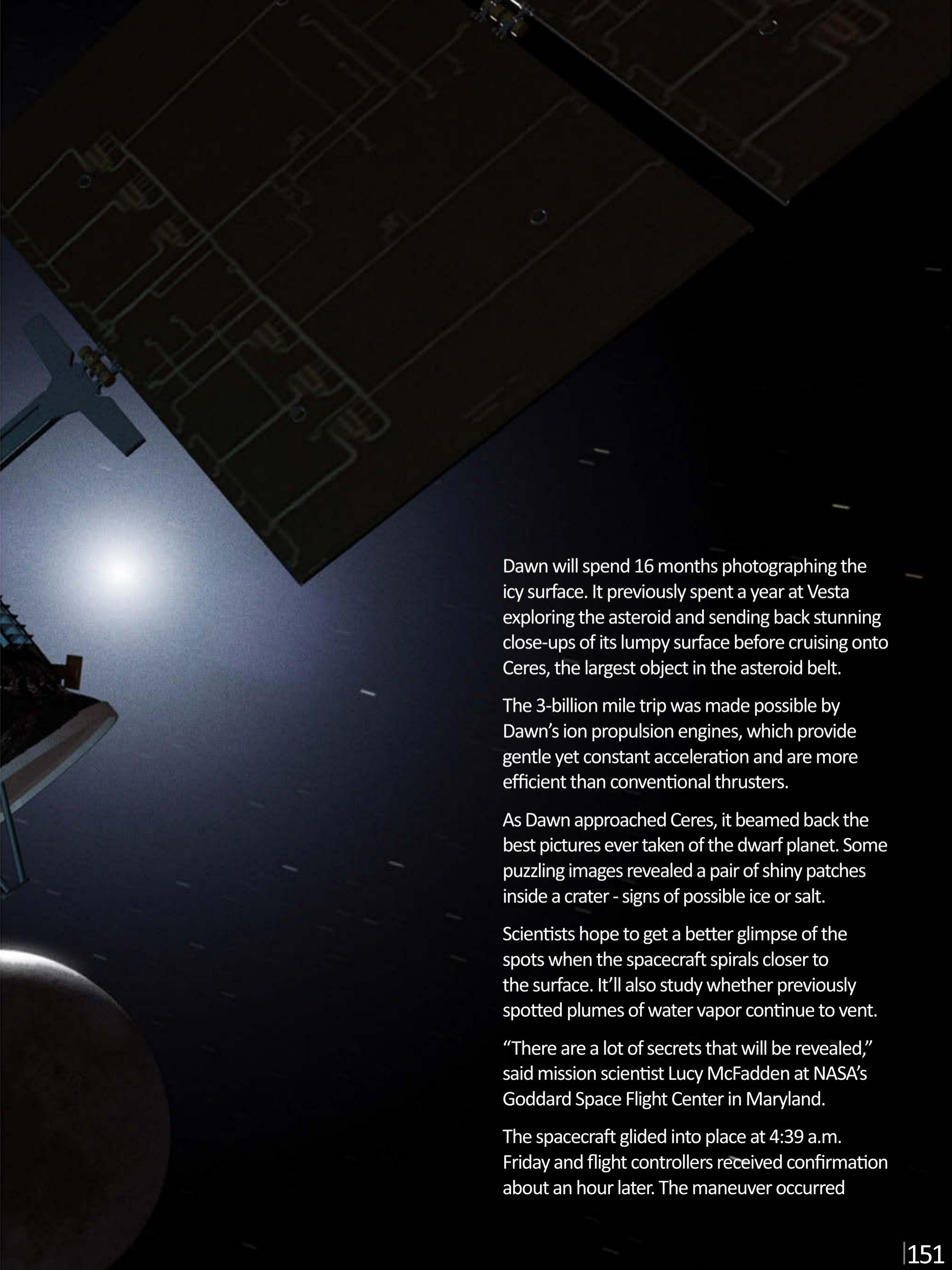
After a nearly eight-year journey, a NASA spacecraft on Friday flawlessly slipped into orbit around Ceres in the first visit to a dwarf planet.

The robotic Dawn craft will circle the dwarf planet for more than a year, exploring its surface and unraveling its mysteries.

“It went exactly the way we expected. Dawn gently, elegantly slid into Ceres’ gravitational embrace,” said Marc Rayman, chief engineer for the \$473 million mission managed by NASA’s Jet Propulsion Laboratory in Pasadena.

Ceres is the second and final stop for Dawn, which launched in 2007 on a voyage to the main asteroid belt, a zone between Mars and Jupiter that’s littered with rocky leftovers from the formation of the sun and planets some 4 1/2 billion years ago.





Dawn will spend 16 months photographing the icy surface. It previously spent a year at Vesta exploring the asteroid and sending back stunning close-ups of its lumpy surface before cruising onto Ceres, the largest object in the asteroid belt.

The 3-billion mile trip was made possible by Dawn's ion propulsion engines, which provide gentle yet constant acceleration and are more efficient than conventional thrusters.

As Dawn approached Ceres, it beamed back the best pictures ever taken of the dwarf planet. Some puzzling images revealed a pair of shiny patches inside a crater - signs of possible ice or salt.

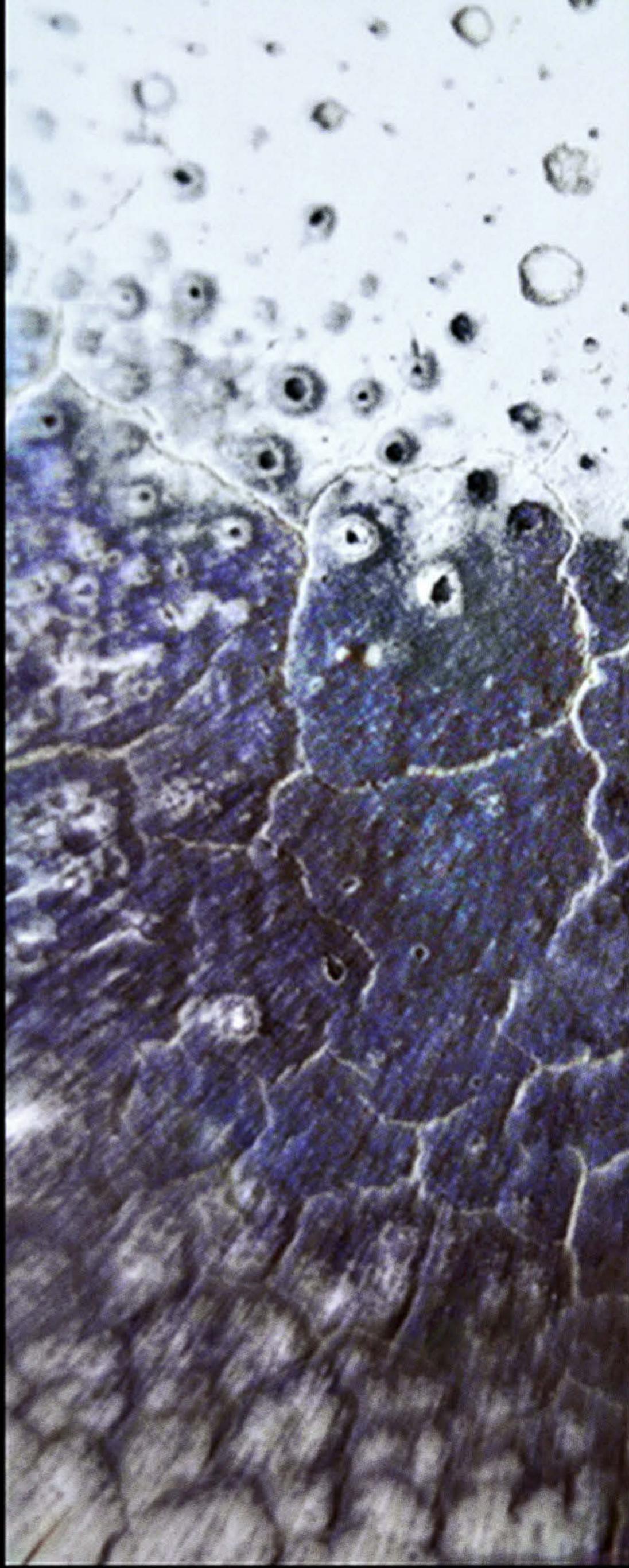
Scientists hope to get a better glimpse of the spots when the spacecraft spirals closer to the surface. It'll also study whether previously spotted plumes of water vapor continue to vent.

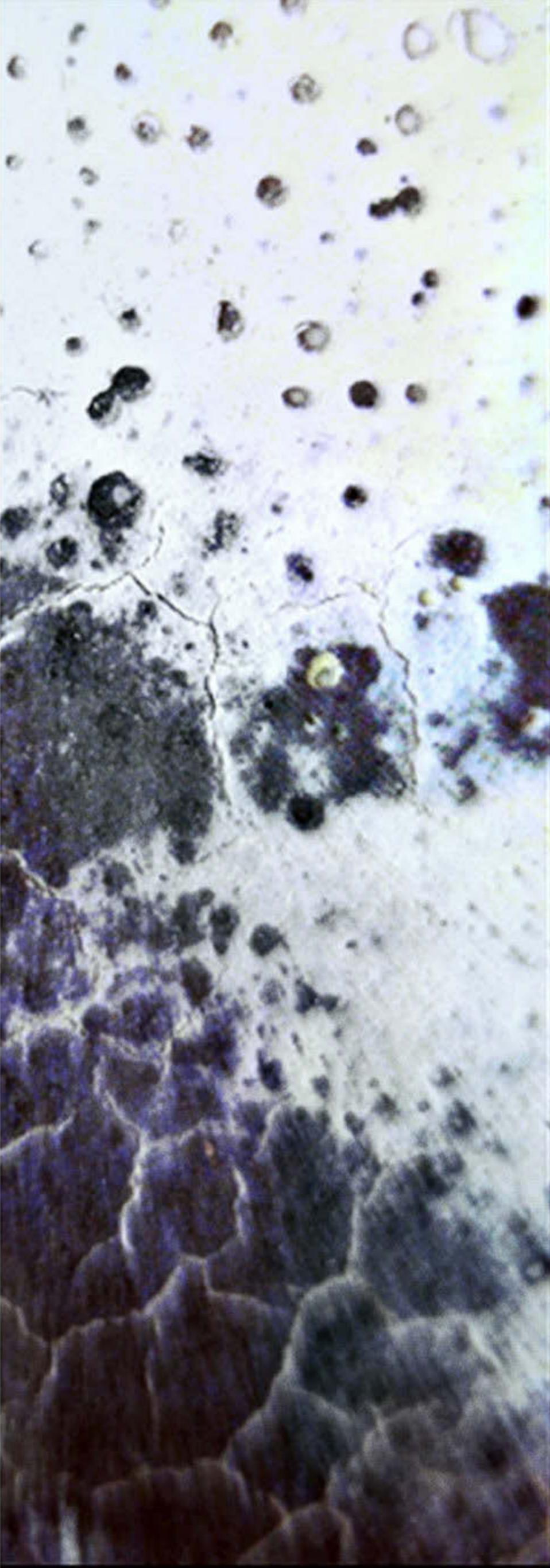
"There are a lot of secrets that will be revealed," said mission scientist Lucy McFadden at NASA's Goddard Space Flight Center in Maryland.

The spacecraft glided into place at 4:39 a.m. Friday and flight controllers received confirmation about an hour later. The maneuver occurred









without a tense moment, unlike other captures that require braking to slow down.

“The real drama is exploring this alien, exotic world,” Rayman said.

Dawn is currently in Ceres’ shadows and won’t take new pictures until it emerges in April, he said.

Discovered in 1801, Ceres measures 600 miles across - as wide as Texas - and has a rocky core. It’s named after the Roman goddess of agriculture and harvest. It was initially called a planet before it was demoted to an asteroid and later classified as a dwarf planet. Like planets, dwarf planets are spherical in shape, but they share the same celestial neighborhood with other similar-sized bodies.

With its massive solar wings spread out, Dawn is about the size of a tractor-trailer, measuring 65 feet from tip to tip. It carries an infrared spectrometer and a gamma ray and neutron detector to study the surface of Ceres from orbit.

The spacecraft was about 38,000 miles from Ceres when it began orbiting. In the coming months, it will spiral down to within 235 miles of Ceres’ surface where it will remain long after the mission is over.

“Every time we get closer, we see more things that make us scratch our heads,” said mission scientist Mark Sykes, who heads the Planetary Science Institute in Arizona.

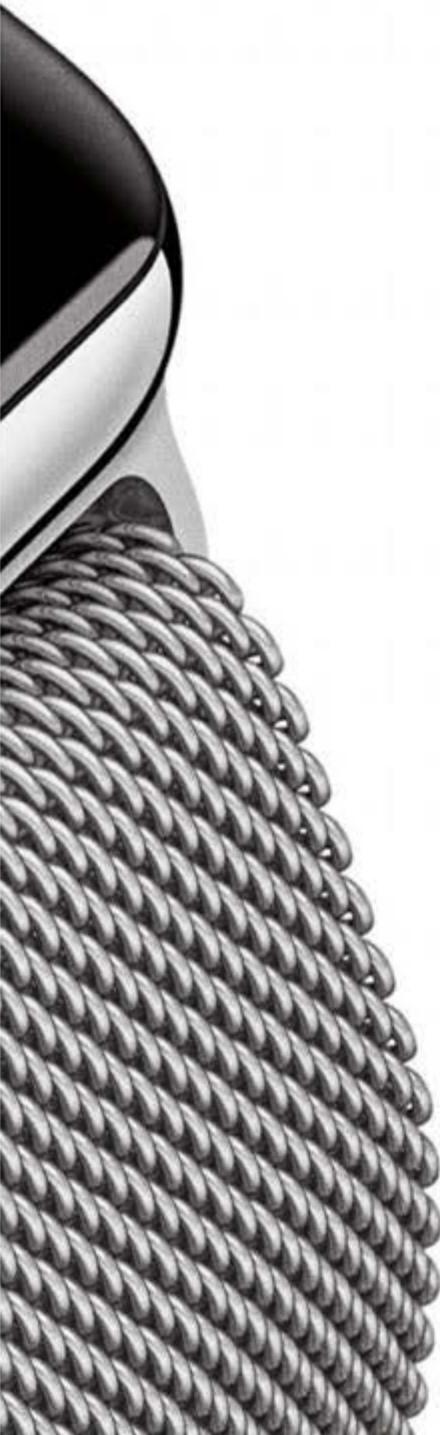
Dawn almost never made it out to the inner solar system. The mission endured funding-related project cancellations and launch delays before it received the green light to fly.

Dwarf planets lately have become the focus of exploration.

This summer, another NASA spacecraft - New Horizons - is set to make the first visit to Pluto, which was downgraded to dwarf planet.

Online: Dawn mission: <http://dawn.jpl.nasa.gov/>





# APPLE WATCH MOVES INTERNET OUT OF YOUR POCKET

Apple wants to move the Internet from your pocket to your wrist.

Time will tell if millions of consumers are willing to spend \$350 on up - there's an 18-karat gold version that starts at \$10,000 - for a wearable device that still requires a wirelessly connected smartphone to deliver its most powerful features.

But CEO Tim Cook is selling the Apple Watch as the next must-have device, able to serve people's information needs all day long, like no other tool has quite been able to do.

"Now it's on your wrist. It's not in your pocket or pocketbook," Cook said before unveiling the new line on Monday. "We think the Apple Watch is going to be integral to your day."

Apple wants this wristwatch - which piggybacks on a nearby smartphone's Internet connection through Wi-Fi or Bluetooth - to be seen as so revolutionary that it requires its own new lingo.

So while the watch face provides most of the same information as smartphones do, the back of the watch sends “taptic feedback,” tapping the wrist to remind the wearer to get up and burn more calories.

“It’s like having a coach on your wrist!” gushed Cook, touting the potential health uses of a computer that sticks to your skin all day.

The gadget also introduces “digital touch,” a new way of messaging that enables people to draw and send little figures with their fingertips and have them arrive on a friend’s watch face dynamically, in the same way they were drawn.

Convincing consumers they can’t live without an expensive new device isn’t easy, but Apple’s strongest selling points include “convenience and immediacy,” along with high-end design features and some useful new apps, said Carolina Milanesi, a tech analyst with Kantar Worldpanel.









“If you don’t have to be fumbling around for your phone, that can make a difference,” agreed analyst Patrick Moorhead of Moor Insights and Strategy.

Initial consumer reactions ranged from die-hard Apple fans vowing to buy the watch immediately, to naysayers who don’t see the point of paying so much to see updates on their wrist instead of their smartphone.

“I think it’s a tough market they are trying to get into, and I don’t see much promise that is going to come out of it,” said Joshua Powers, 21, a junior at Emerson College in Boston who owns an iPhone, an iPad and a MacBook computer.

As expected, the previously announced starting price of \$349 is only for the entry-level Sport model. Prices range from \$549 to \$1,100 for the mid-range watch. That’s not out of line for a high-quality watch, analysts said.









But Cook did not answer a key question for price-conscious consumers, Moorhead noted: How will Apple update the watch when it releases new models?

Apple did answer another vital question, promising an estimated 18-hour battery life before the watch needs to be taken off and attached to a magnetic recharger.

Numerous tech companies are already selling smartwatches, from the Samsung Gear and Motorola's Moto 360 to the Pebble Steel and other models made by smaller startups. Many run on Android Wear, the software platform from Google, and range from \$100 to \$500 or more.

But most don't have as many features as the Apple Watch, and they have not been big hits with consumers.

Apple executive Kevin Lynch walked through a simulation of a typical day, checking the watch for messages and calendar items, responding to a WeChat message, scrolling through some Instagram photos and speaking with Siri, Apple's voice-activated digital assistant, through the microphone on the watch.

More impressively, Lynch presented an airline app with a bar code that acts as a boarding pass, another app that opened a garage door by remote control, and still another that promises to enable wearers to check out at the grocery store with a single tap on the watch face.

Cook also showed off features that can be found on many fitness bands already on the market, such as a heart rate monitor and accelerometer that can track a wearer's movements and log daily exercise.

But some design functions seem uniquely Apple: Twist a small knob, and the wearer can quickly select the face of a friend, then sketch an image with a fingertip that shows up dynamically, just like it is being drawn, on the friend's watch face. Swipe the watch face to bring up an email, then with a single tap, turn that email into a calendar item.





Cook hinted at bigger goals when he announced Monday that Apple has worked with leading medical institutions to develop an open-source software platform for iPhones to assist with medical research. He stopped just short of saying that Apple Watch, in combination with the iPhone, could be a key conduit for two-way delivery of health care information, sending data about a person's metabolism to researchers while also reminding wearers to take their medicine or go exercise.

For example, Apple executive Jeff Williams showed a new iPhone app that can track indicators of Parkinson's disease by using a phone's accelerometer to measure a user's walking gait and its microphone to test for voice tremors. The watch also has both an accelerometer and microphone, so extending the app to the wrist would not be a major leap.





Apple reportedly studied the possibility of adding more sophisticated medical sensors to the watch, but held off because of technical and regulatory hurdles. If the watch catches on, however, Apple and medical device-makers will undoubtedly find ways to measure skin temperature, glucose levels or other indicators, said Murray Brozinsky, chief strategy officer at Healthline, an online health information service.

“If you’re building those sensors right now, you’re building them for hospitals. But you’d like to build more of them for 25 million Apple Watches,” Brozinsky said.

Apple Watch will be available for viewing at Apple stores on April 10 and go on sale April 24.



# TOP 10 SONGS

**UPTOWN FUNK (FEAT. BRUNO MARS)**

MARK RONSON

**THINKING OUT LOUD**

ED SHEERAN

**LOVE ME LIKE YOU DO**

**(FROM "FIFTY SHADES OF GREY")**

ELLIE GOULDING

**FOURFIVESECONDS**

RIHANNA AND KANYE WEST AND PAUL McCARTNEY

**EARNED IT**

**(FROM "FIFTY SHADES OF GREY")**

THE WEEKND

**STYLE**

TAYLOR SWIFT

**TIME OF OUR LIVES**

PITBULL

**TAKE ME TO CHURCH**

HOZIER

**GDFR (FEAT. SAGE THE GEMINI & LOOKAS)**

FLO RIDA

**I WANT YOU TO KNOW**

**(FEAT. SELENA GOMEZ)**

ZEDD





# TOP 10 ALBUMS

**FIFTY SHADES OF GREY**  
(ORIGINAL MOTION PICTURE SOUNDTRACK)  
VARIOUS ARTISTS

**1989**  
TAYLOR SWIFT

**X (DELUXE EDITION)**  
ED SHEERAN

**SMOKE + MIRRORS**  
IMAGINE DRAGONS

**SPRING BREAK...CHECKIN' OUT**  
LUKE BRYAN

**SOUND & COLOR**  
ALABAMA SHAKES

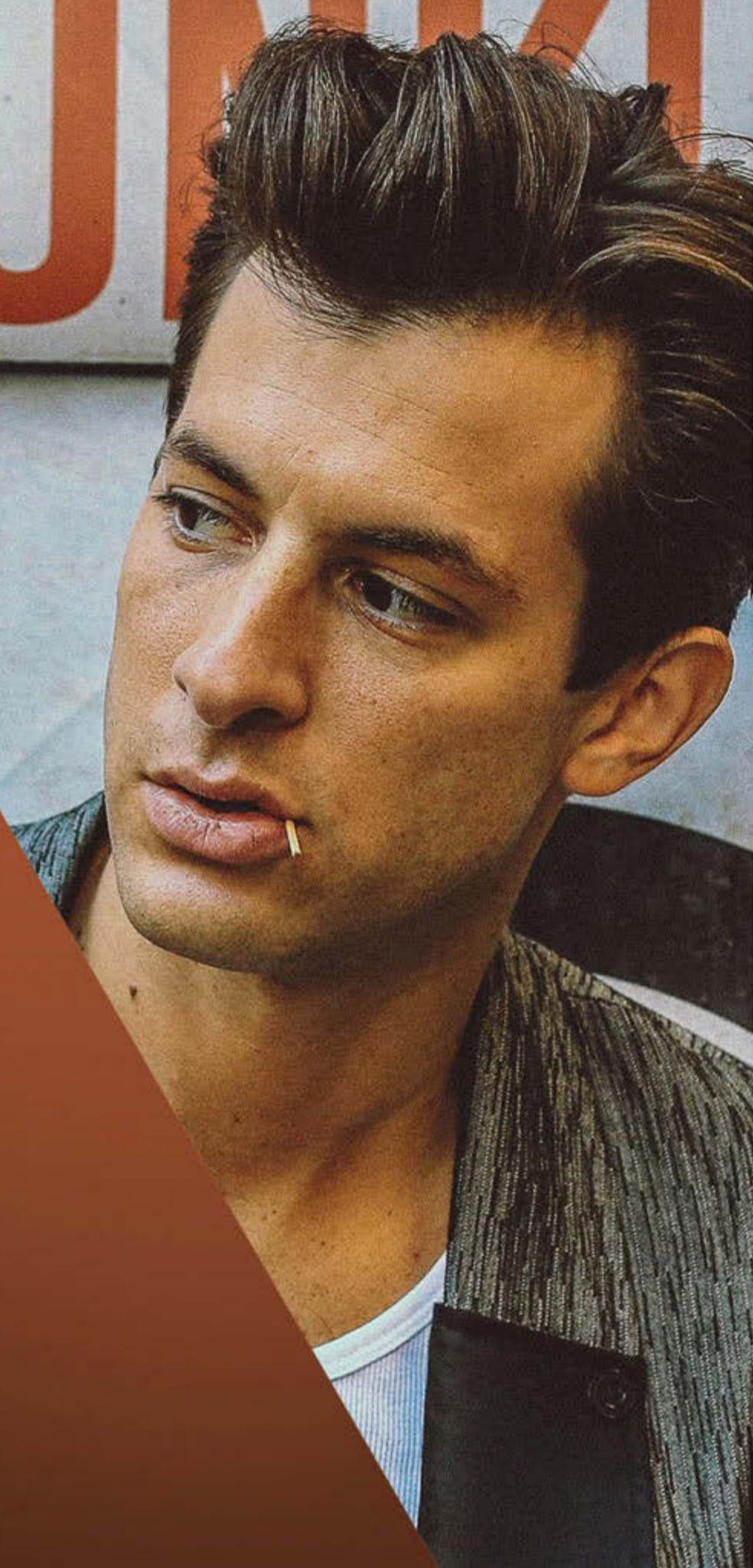
**MONTEVALLO**  
SAM HUNT

**AMERICAN BEAUTY/AMERICAN PSYCHO**  
FALL OUT BOY

**PIECE BY PIECE (DELUXE VERSION)**  
KELLY CLARKSON

**IN THE LONELY HOUR (DELUXE VERSION)**  
SAM SMITH

UP TO  
FUNKY



# WIN TOP 10 MUSICVIDEOS

**UPTOWN FUNK (FEAT. BRUNO MARS)**  
MARK RONSON

**SHAKE IT OFF**  
TAYLOR SWIFT

**BLANK SPACE**  
TAYLOR SWIFT

**STYLE**  
TAYLOR SWIFT

**ALL ABOUT THAT BASS**  
MEGHAN TRAINOR

**ONE LAST TIME**  
ARIANA GRANDE

**FIRST KISS**  
KID ROCK

**LIVING FOR LOVE**  
MADONNA

**LIPS ARE MOVIN**  
MEGHAN TRAINOR

**HAPPY (FROM DESPICABLE ME 2)**  
PHARRELL WILLIAMS



how  
to  
get  
away  
with

*murder*



# TOP 10 TV SHOWS

**THE DISTANCE**

*THE WALKING DEAD, SEASON 5*

**IT'S ALL MY FAULT**

*HOW TO GET AWAY WITH MURDER, SEASON 1*

**THE WANDERER**

*VIKINGS, SEASON 3*

**THE NIGHT LILA DIED**

*HOW TO GET AWAY WITH MURDER, SEASON 1*

**HERO**

*BETTER CALL SAUL, SEASON 1*

**STARING AT THE END**

*GREY'S ANATOMY, SEASON 11*

**CONNECTION LOST**

*MODERN FAMILY, SEASON 6*

**INTENT**

*SUITS, SEASON 4*

**THEM**

*THE WALKING DEAD, SEASON 5*

**THE INTIMACY ACCELERATION**

*THE BIG BANG THEORY, SEASON 8*

# *The Nig*





# Top 10 Books

**THE GIRL ON THE TRAIN**

PAULA HAWKINS

**FIFTY SHADES DARKER**

E L JAMES

**FIFTY SHADES OF GREY**

E L JAMES

**FIFTY SHADES FREED**

E L JAMES

**A THOUSAND ACRES**

JANE SMILEY

**AMERICAN SNIPER**

CHRIS KYLE AND OTHERS

**FIFTY SHADES TRILOGY BUNDLE**

E L JAMES

**THE NIGHTINGALE**

KRISTIN HANNAH

**STILL ALICE**

LISA GENOVA

**GONE GIRL**

GILLIAN FLYNN



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OVER METAL  
PARTICLES





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A subsidiary of Johnson & Johnson pleaded guilty Tuesday to a federal criminal charge that it sold over-the-counter infant's and children's liquid medicine containing metal particles.

McNeil Consumer Healthcare, of Fort Washington, Pennsylvania, acknowledged failing to take corrective action after discovering the adulterated bottles of Infants' and Children's Tylenol and Children's Motrin. The company agreed to pay \$25 million to resolve the case.

Metal particles, including nickel, iron and chromium, were introduced during the manufacturing process at McNeil's plant in Fort Washington. Prosecutors said McNeil knew about the problem for nearly a year but failed to take immediate steps to fix it.

The company and prosecutors said in court Tuesday that no one was injured.

"McNeil's failure to comply with current good manufacturing practices is seriously troubling," Acting Assistant Attorney General Mizer said in a statement after the judge accepted McNeil's plea.

"The Department of Justice will continue to be aggressive in pursuing and punishing companies such as McNeil that disregard a process designed to assure quality medicines, especially OTC drugs for infants and children," he said.

McNeil is a unit of Johnson & Johnson. The New Brunswick, New Jersey, health care giant has struggled with scores of product recalls since 2009.

In this case, McNeil first learned of the particle problem in May 2009, when a consumer complained about black specks inside a bottle of Infants' Tylenol, according to court documents. McNeil subsequently found metal particles during production but





continued making the liquid medicines for several more months.

"There were investigative steps taken, but not all of the steps required under all of our internal operating procedures," company attorney Michael Schwartz told The Associated Press on Tuesday.

McNeil eventually traced the problem to the machinery at its plant in Fort Washington and issued a recall. The Food and Drug Administration said the potential for serious medical problems was remote but advised consumers to stop using the medicine.

The suburban Philadelphia plant - which was linked to several recalls of Tylenol and other nonprescription drugs for children and adults - was shuttered in April 2010 and rebuilt from the ground up, but it has yet to reopen.

The company is operating under an agreement with the FDA requiring increased inspections and oversight at its factories.

McNeil said Tuesday it has significantly improved its procedures.

"McNeil has been implementing enhanced quality and oversight standards across its entire business to ensure we are best able to meet our commitment to consumers, patients and doctors who rely on our products," company spokeswoman Carol Goodrich said.

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